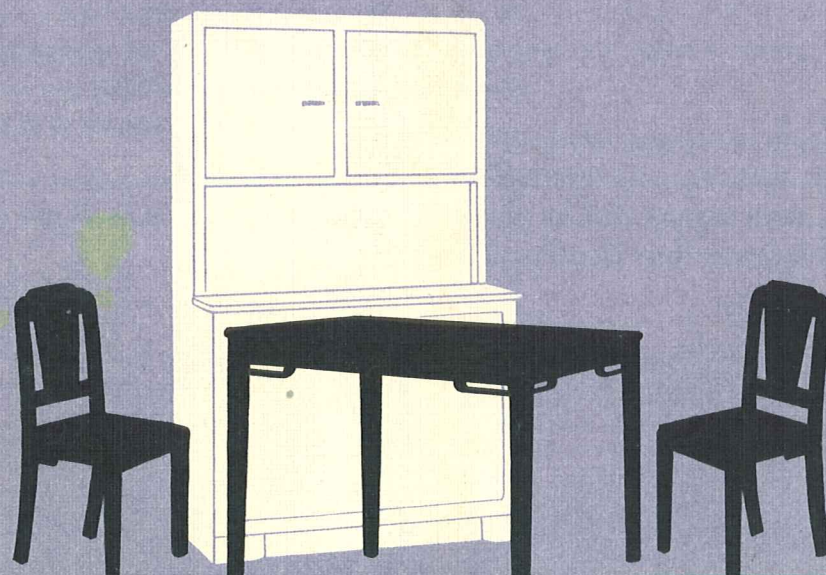


SELLERS

KITCHEN FURNITURE



1939 CATALOG

SELLERS *for 1939*

There are seven Cabinets in the Sellers Line for 1939 . . . and in addition to our usual line of breakfast sets . . . 3 new Linoleum Top Tables . . . 3 new Chrome Leg Tables and a new Chrome Chair.

Eight standard finishes, as outlined below, are presented in the pages following. Each item's listing shows the finishes in which that item is available.

Various standard finishes do not all follow the same scheme for the application of color trim—for example, Red Trim on White Enamel does not always follow the same design and application as Blue or Black Trim on White Enamel (to attempt to explain all variations in detail would cause endless confusion) but our designer has striven throughout for best final results on all pieces. *You can always purchase any Sellers Group with the assurance that complete color harmony will be attained.*

While all pieces in this long line are not available in all finishes the limitations are very minor and based on our experience for several years past.

We have preferred to manufacture a very complete line and to expand the number of standard finishes in such a way as to cover a maximum of regular trade requirements.

By so doing we CAN and DO maintain complete warehouse stocks. We CAN and DO make prompt shipments. Operating under this policy of supplying merchandise only as cataloged we are able to take full advantage of all line production and reflect these advantages in our prices and service.

We believe that our dealers are far more interested in the assurance that orders for Standard Merchandise will be handled promptly than in being able to obtain these items in a wide variation of color, trim or equipment, but with delayed and unsatisfactory delivery service resulting in disappointed customers.

We ask the cooperation of our dealers in eliminating requests for Special Order work. This suggestion is made, not arbitrarily, but in the best interests of all concerned since we shall not be able to handle such special orders.

G. I. SELLERS AND SONS COMPANY

Elwood, Indiana

FINISHES

CRYSTAL WHITE OAK

A new WHITE, white Oak Finish with the clean flashing beauty of White Enamel PLUS the serviceability of Oak Material.

BODY COLOR —White relieved with light gray filler in grain of wood
TRIM —Combination of Black and Red Lines. Red Door and Drawer Pulls
INTERIORS —White Enamel

MAPLE ON BONE IVORY

BODY COLOR —Ivory Enamel
ON BUFFET AND CHINA CLOSET —Doors and Drawer Fronts Maple
ON TABLES —Tops and Leaves Maple
TRIM —Where applicable Gold Lines on Maple Surfaces, Brown Lines on Ivory Surfaces. Bone color Door and Drawer Pulls.

TAWNY OAK

A new light brown oak—almost natural, but relieved with brown shades accenting natural high lights simulating the coloring of the lion's coat—hence the name TAWNY.

BODY COLOR —Tawny Brown Oak
TRIM —Yellow lines and small stencil decorations of Green, Brown and Orange
Bone color Door and Drawer pulls.
INTERIORS —Light Yellow

WHITE ENAMEL—BLACK TRIM

BODY COLOR —White Enamel
TRIM —Black Lines
Black Pulls on Doors and Drawers

BONE IVORY ON GREEN ENAMEL

BODY COLOR —Green Enamel
ON CABINETS AND UTILITIES —Doors and Drawer Fronts Ivory Enamel
ON TABLES —Tops and Leaves Ivory Enamel
TRIM —Combination Black and Gold Lines and Stencils. Black pulls on Doors and Drawers

WHITE ENAMEL—RED TRIM

BODY COLOR —White Enamel
TRIM —Chinese Red Lines
Red Pulls on Doors and Drawers

WHITE ENAMEL—BLUE TRIM

BODY COLOR —White Enamel
TRIM —Delphinium Blue Lines
Blue Pulls on Doors and Drawers

SELLERS *for 1939*

There are seven Cabinets in the Sellers Line for 1939 . . . and in addition to our usual line of breakfast sets . . . 3 new Linoleum Top Tables . . . 3 new Chrome Leg Tables and a new Chrome Chair.

Eight standard finishes, as outlined below, are presented in the pages following. Each item's listing shows the finishes in which that item is available.

Various standard finishes do not all follow the same scheme for the application of color trim—for example, Red Trim on White Enamel does not always follow the same design and application as Blue or Black Trim on White Enamel (to attempt to explain all variations in detail would cause endless confusion) but our designer has striven throughout for best final results on all pieces. *You can always purchase any Sellers Group with the assurance that complete color harmony will be attained.*

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We have preferred to manufacture a very complete line and to expand the number of standard finishes in such a way as to cover a maximum of regular trade requirements.

By so doing we CAN and DO maintain complete warehouse stocks. We CAN and DO make prompt shipments. Operating under this policy of supplying merchandise only as cataloged we are able to take full advantage of all line production and reflect these advantages in our prices and service.

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G. I. SELLERS AND SONS COMPANY

Elwood, Indiana

FINISHES

CRYSTAL WHITE OAK

A new WHITE, white Oak Finish with the clean flashing beauty of White Enamel PLUS the serviceability of Oak Material.

BODY COLOR —White relieved with light gray filler in grain of wood
 TRIM —Combination of Black and Red Lines. Red Door and Drawer Pulls
 INTERIORS —White Enamel

MAPLE ON BONE IVORY

BODY COLOR —Ivory Enamel
 ON BUFFET AND CHINA CLOSET —Doors and Drawer Fronts Maple
 ON TABLES —Tops and Leaves Maple
 TRIM —Where applicable Gold Lines on Maple Surfaces, Brown Lines on Ivory Surfaces. Bone color Door and Drawer Pulls.

TAWNY OAK

A new light brown oak—almost natural, but relieved with brown shades accenting natural high lights simulating the coloring of the lion's coat—hence the name TAWNY.

BODY COLOR —Tawny Brown Oak
 TRIM —Yellow lines and small stencil decorations of Green, Brown and Orange
 Bone color Door and Drawer pulls.
 INTERIORS —Light Yellow

WHITE ENAMEL—BLACK TRIM

BODY COLOR —White Enamel
 TRIM —Black Lines
 Black Pulls on Doors and Drawers

BONE IVORY ON GREEN ENAMEL

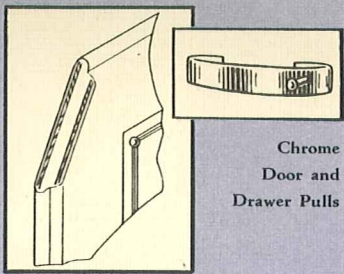
BODY COLOR —Green Enamel
 ON CABINETS AND UTILITIES —Doors and Drawer Fronts Ivory Enamel
 ON TABLES —Tops and Leaves Ivory Enamel
 TRIM —Combination Black and Gold Lines and Stencils. Black pulls on Doors and Drawers

WHITE ENAMEL—RED TRIM

BODY COLOR —White Enamel
 TRIM —Chinese Red Lines
 Red Pulls on Doors and Drawers

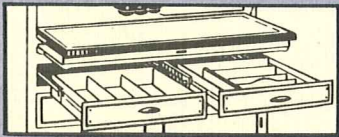
WHITE ENAMEL—BLUE TRIM

BODY COLOR —White Enamel
 TRIM —Delphinium Blue Lines
 Blue Pulls on Doors and Drawers

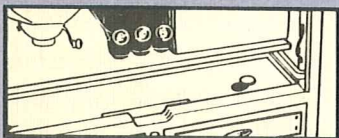


5-Ply Door

Chrome
Door and
Drawer Pulls



Double Extension Drawer Guides

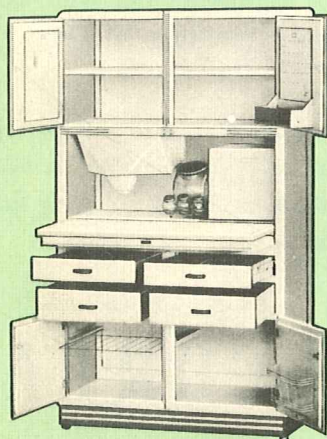


Sanitary False Top

SELLERS SPACE SAVER No. 866

CABINET ONLY—40" WIDE — 70" HIGH — 18" DEEP

● This Modern Cabinet represents an outstanding development in kitchen furniture. All doors are now equipped with an improved silent release pull of chromium plated steel. Smooth flush panel doors. Chromium plated hardware. Built-to-the-floor base. The patented Drop Front of stainless Porceliron also serves as the table top when lowered. Has 25-lb. removable all-metal flour bin fitted with the exclusive Fast Fluffy Sifter. Four large partitioned drawers with three-point suspension guides. four piece glassware set in movable rack, and large size metal bread and cake box with hardwood cutting board inside drop lid. In this unusual type cabinet, because of the large cupboard space, you can get the utmost in storage capacity for the amount of floor space occupied—nearly double the ordinary cabinet. In this cabinet alone there is 27½ square feet of storage capacity. In the Cabinet and pair of Utilities together nearly 55 square feet, yet they occupy no more floor space than ordinary cabinets and utilities. Finished only in Sellers high grade "Baked-On" enamel finishes.



Available in Three Finishes
(See Page 3)

White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim



Shown with Utility Closets No. 847

Available in all finishes to match No. 866 Cabinet

UTILITY NO. 847—18" WIDE 18" DEEP 70" HIGH

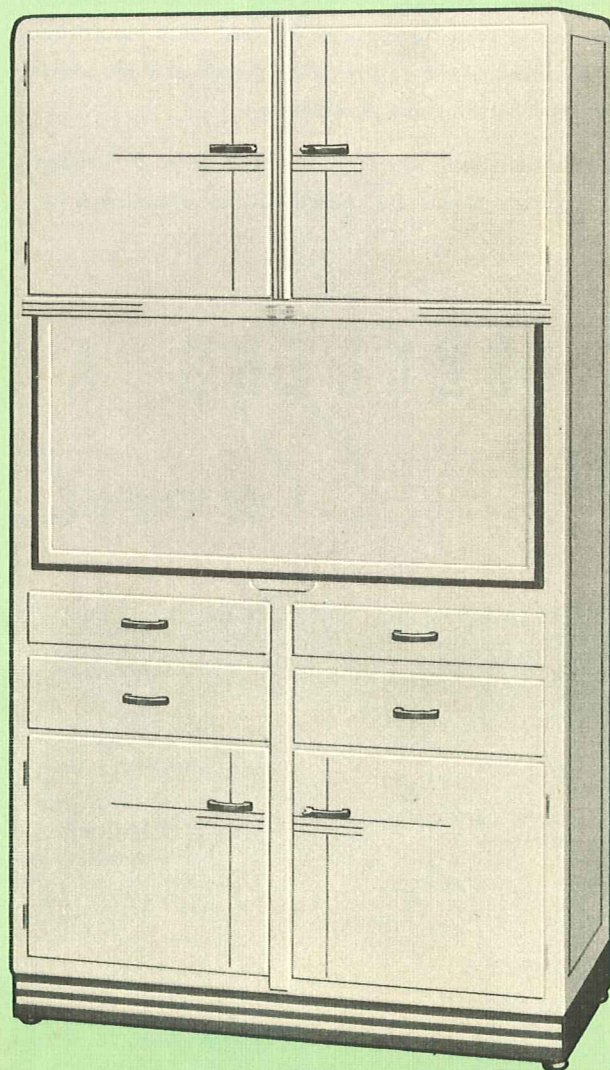


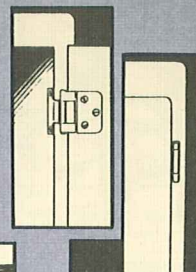
ILLUSTRATION SHOWS WHITE ENAMEL WITH BLACK TRIM FINISH

SMALL SPACE SAVER No. 3933

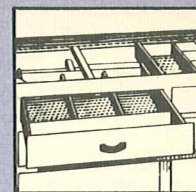
CABINET ONLY—36" WIDE — 70" HIGH — 15" DEEP

● The new small Space Saver type cabinet will be a welcome addition to the Sellers line. It meets the demand for a smaller sized cabinet in this style. Silent release door pulls of colored Bakelite; 5-ply $\frac{3}{4}$ " thick heavy flush doors; heavy steel hinges, chromium plated; silent release bakelite door pulls in color to match trim; the patented and exclusive vertical drop front of Stainless Porceliron; 10-lb. capacity all metal removable flour bin; three-point suspension non-jamming drawer guides completely finished interior. Removable metal bread box on lower door with cutting board cover. The deep cupboard compartment above provides generous storage space. Three piece ripple glassware set regular equipment. Best grade Sellers "Baked-On" enamel finishes.

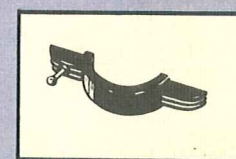
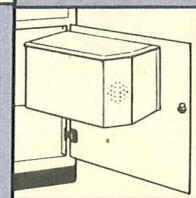
Semi-Concealed Hinges



3-Point Suspension Drawers



Ventilated Bread Box



Positive Action Latches

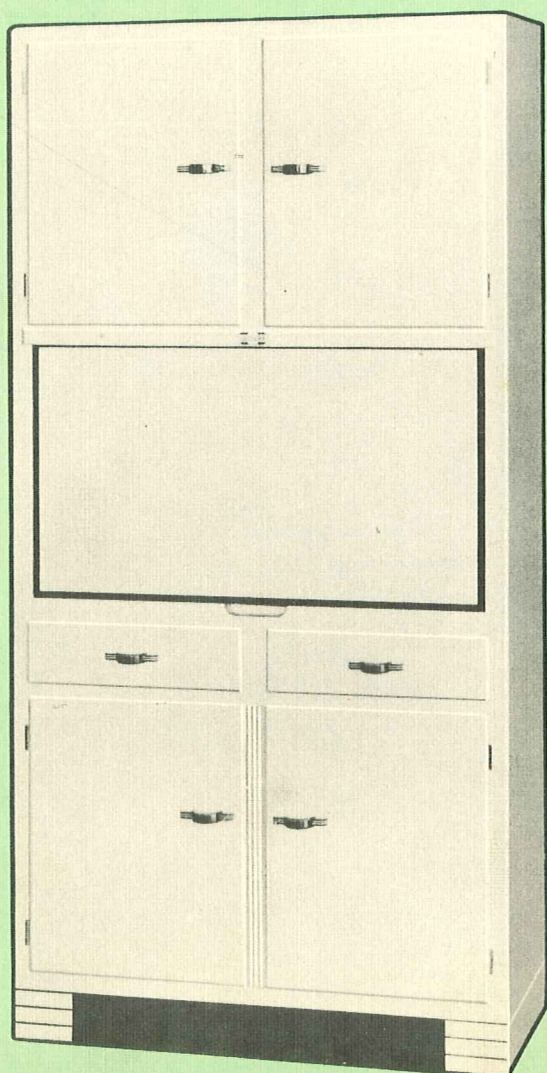
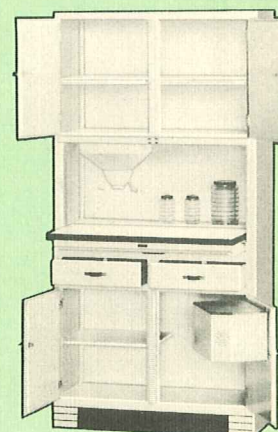


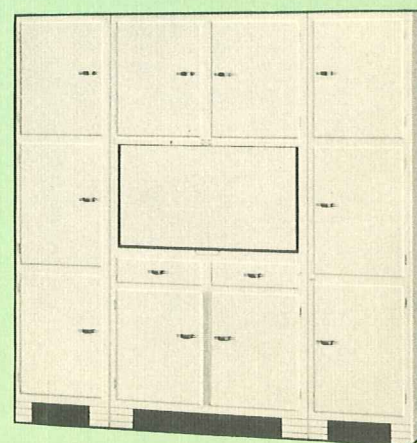
ILLUSTRATION SHOWS WHITE ENAMEL WITH BLACK TRIM FINISH

The White and Red and White and Blue Finishes have additional color lines on doors as shown on No. 866 opposite page.



Available In Three Finishes
(See Page 3)

White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim



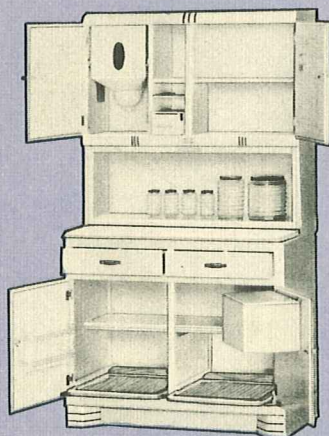
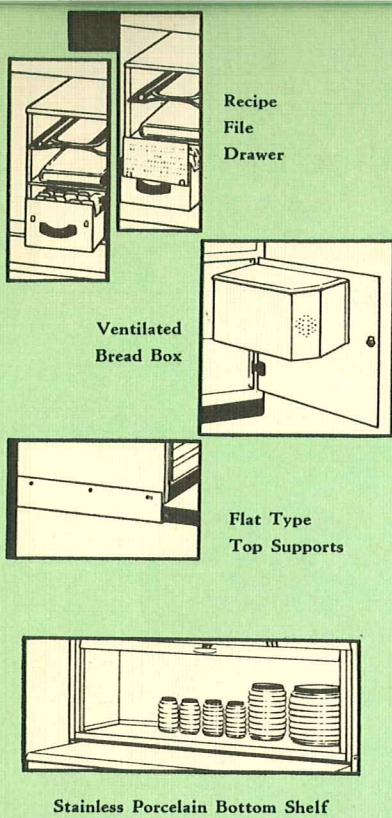
Shown with Utility Closets No. 93

Available in all finishes to match No. 3933 Cabinet
UTILITY NO. 93—18" WIDE 12" DEEP 70" HIGH

SELLERS MASTERCRAFT No. 908

40" WIDE — 70" HIGH — 22" DEEP

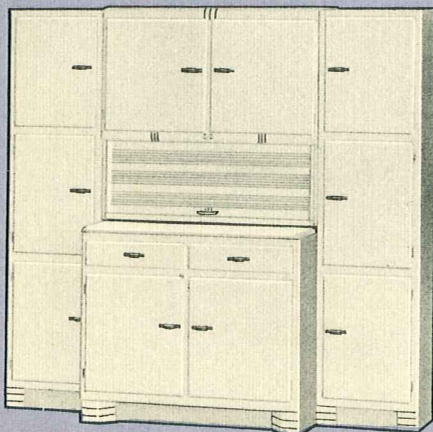
● Completely new styling and new features keep this Sellers Mastercraft true to its name. America's finest portable Kitchen Cabinet, packed full of practical labor saving features. New design in base incorporate concealed easy rolling casters without destroying the attractive modern built-to-floor appearance and advantages. A newly designed roll curtain front. The first improvement of its kind in 20 years; easy opening and dust-proof. *Double* automatic base shelf extenders to help you in your kitchen work, they almost "hand the pots and pans" to you. Stainless Porcelain bottom shelf in upper section, snowy white, sanitary, adds years of service to your cabinet. All chrome plated hinges, non-tarnishing, easy to clean. Colorful Bakelite door and drawer pulls with silent release, positive action; indexed recipe file; lowering and removable all-metal floor bin in separate compartment; handy cooking and food charts on doors; 6 piece exclusive Sellers Ripple glassware; 3-point suspension drawers; metal bread box with hardwood cutting board cover. Constructed of all hardwood of best selection and finished in Sellers famous "Baked-On" enamel and oak finishes.



Available In Five Finishes

(See Page 3)

White Enamel—Black Trim
White Enamel—Blue Trim
White Enamel—Red Trim
Tawny Oak
Crystal White Oak



Shown with Utility Closets No. 93

Available in all finishes to match No. 908 Cabinet

UTILITY NO. 93—18" WIDE 12" DEEP 70" HIGH

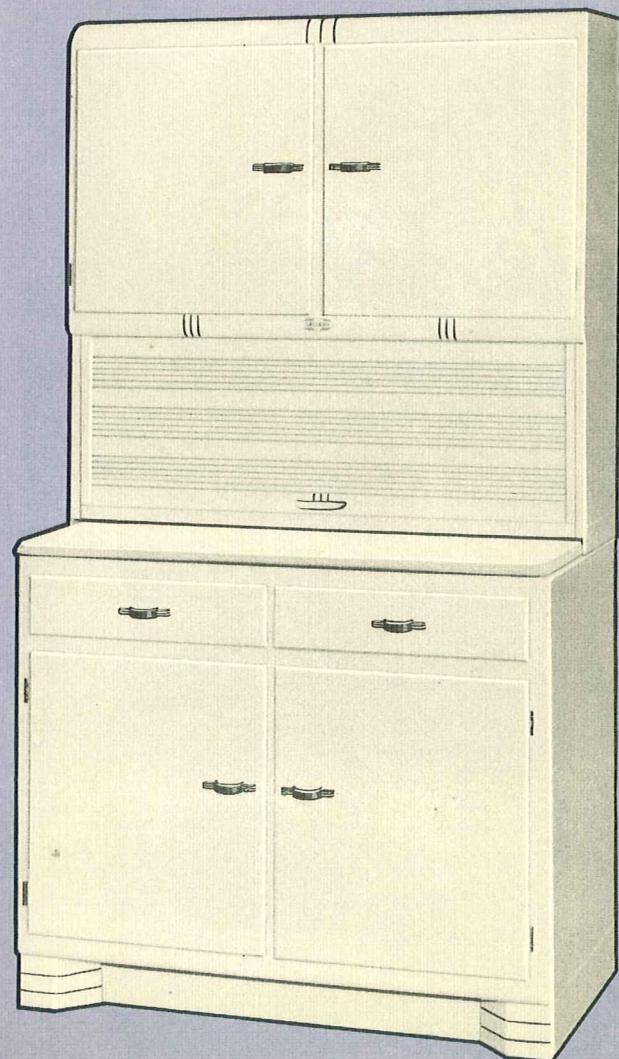


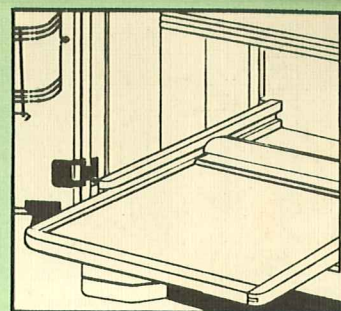
ILLUSTRATION SHOWS THE WHITE ENAMEL WITH BLACK TRIM FINISH

There are slight variations in striping, porcelain top edges, etc., in various finishes which printing limitations prevent being shown in illustrations. However, the best color harmony is carried out in each finish.

SELLERS PRIDE No. 905

40" WIDE — 70" HIGH — 22" DEEP

● Newly added and improved features add greatly to this popular Sellers Cabinet. It is now fitted with STAINLESS PORCELIRON COVERING ON BOTTOM SHELF of UPPER SECTION—SELLERS EXCLUSIVE AUTOMATIC BASE SHELF EXTENDER in BASE. These in addition to a new type flour bin, much narrower in width, permits the use of the wide glass door with decorative grille and also very generously increases the size of the upper cupboard. Flour bin retains full 25-lb. capacity and is fitted with Fast Fluffy Sifter. Stainless Porceliron extending table top with double stop. Concealed chromium plated hinges. Bakelite silent release door pulls. Ant-proof casters. Four piece exclusive Sellers ripple glassware. Metal bread box with hardwood cutting board cover on base door. Pan rack. Three point suspension drawers. Klearfront curtain rolls up. Only all hardwood used and the finest Sellers "Baked-On" enamel and oak finishes.



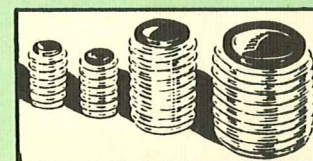
Automatic Base Shelf Extender



Ant-Proof Casters



Fast Fluffy Flour Sifter



Ripple Glassware

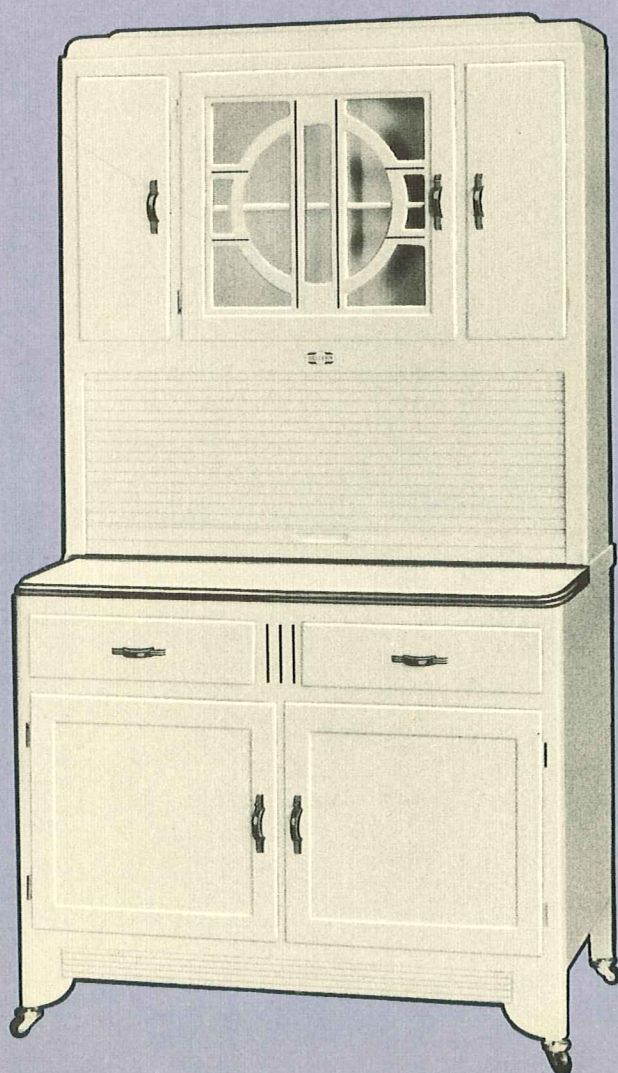
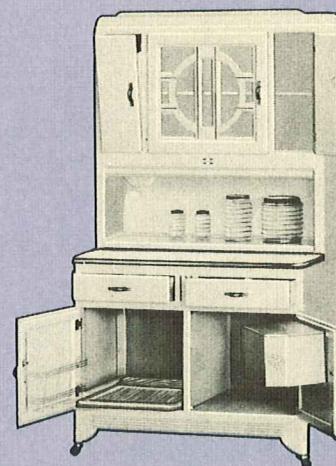


ILLUSTRATION SHOWS THE WHITE ENAMEL WITH BLACK TRIM FINISH

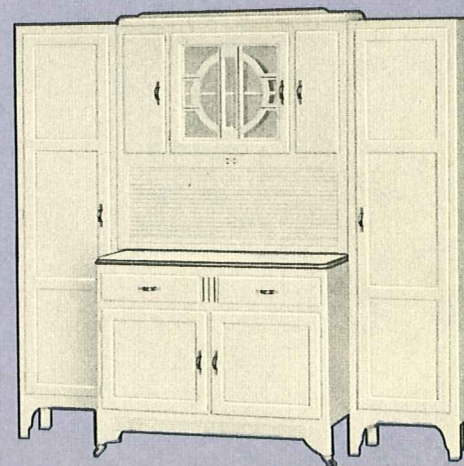
There are slight variations in striping, porceliron top edges, etc., in various finishes which printing limitations prevent being shown in illustrations. However, the best color harmony is carried out in each finish.



Available In Six Finishes

(See Page 3)

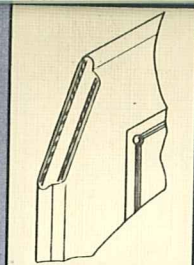
White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim
Bone Ivory on Green Enamel
Tawny Oak
Crystal White Oak



Shown with Utility Closets No. 945

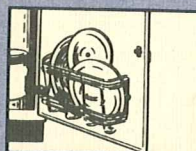
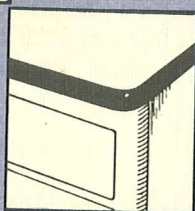
Available in all finishes to match No. 905 Cabinet

UTILITY NO. 945—18" WIDE 12" DEEP 70" HIGH



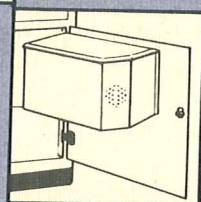
5-Ply Door

Smartly
Rounded
Corners



Pan or
Lid Racks

Ventilated
Bread Box

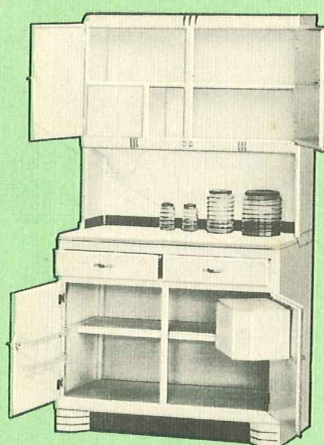


SELLERS MODERN No. 907

40" WIDE — 70" HIGH — 22" DEEP

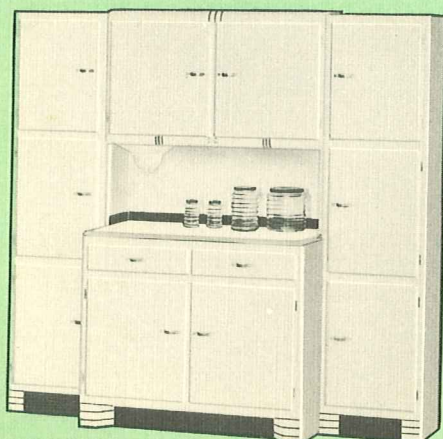
● Completely up-to-date in newly designed modern styling—smoothly rounded easy to care for casings, top and bottom. New styled base with concealed easy rolling casters. Genuine hardwood construction thruout with smooth rounded corners and $\frac{3}{4}$ " heavy flush panel doors. 5-ply. Finished with the finest of materials by the famous Sellers "Baked-On" process.

Guaranteed stainless Porceliron top with moulded edge. 25-lb. capacity all-metal flour bin with Sellers Fast Fluffy Sifter attached. 4-pc. exclusive ripple glass-ware set. Improved Silent Release plunger type door pulls of colorful Bakelite. Removable sanitary metal bread box on lower cupboard door, fitted with hardwood cutting board cover. All hardware rust-resisting chromium plated. Three point suspension non-jamming drawer guides. This modern "built-to-the-floor" type cabinet has at least 15% more storage capacity than ordinary cabinets.



Available In Five Finishes
(See Page 3)

White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim
Tawny Oak
Crystal White Oak



Shown with Utility Closets No. 93

Available in all finishes to match No. 907 Cabinet
UTILITY NO. 93—18" WIDE 12" DEEP 70" HIGH

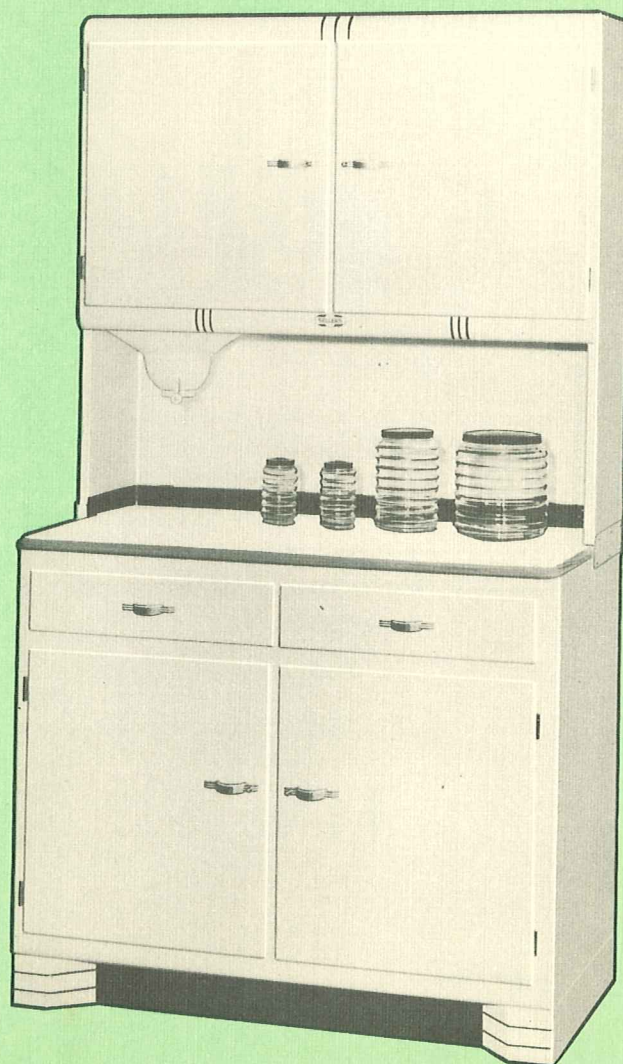


ILLUSTRATION SHOWS THE WHITE ENAMEL WITH BLACK TRIM FINISH

There are slight variations in striping, porceliron top edges, etc., in various finishes which printing limitations prevent being shown in illustrations. However, the best color harmony is carried out in each finish.

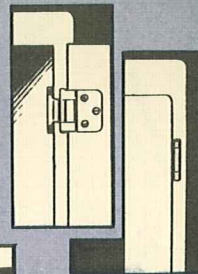
SELLERS GEM No. 903

40" WIDE — 70" HIGH — 22" DEEP

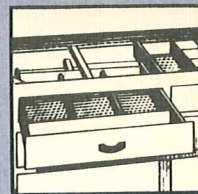
● A larger, sturdier more complete Sellers in popular price range. Smooth rounded corners, improved hardware, newly designed flour bin in center makes more cupboard room.

Any housewife would be proud of this attractive Sellers. First quality materials and finish, all hardwood. This model fitted with chromium plated concealed hinges. Like all Sellers kitchen cabinets, it has a genuine guaranteed extending stainless Porceliron moulded edge table top, 25-lb. all-metal flour bin with Fast Fluffy Sifter. Four piece glassware set. All-metal bread or meal bin, Sellers "Baked-On" enamel finishes that give utmost durability. This economy priced cabinet is truly worthy of the Sellers line.

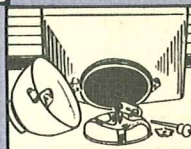
Semi-Concealed Hinges



3-Point Suspension Drawers



Fast Fluffy Flour Sifter



Positive Action Latches

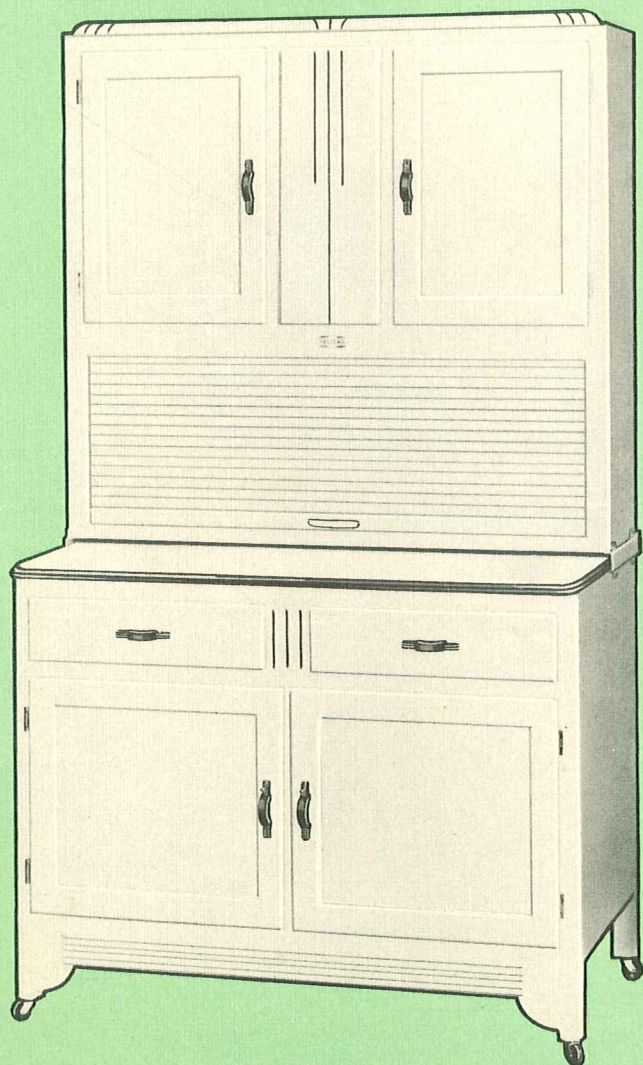
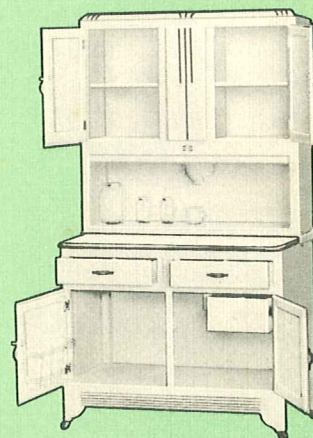


ILLUSTRATION SHOWS THE WHITE ENAMEL WITH BLACK TRIM FINISH

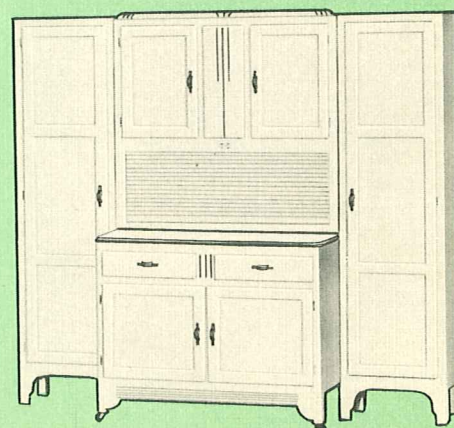
There are slight variations in striping, porceliron top edges, etc., in various finishes which printing limitations prevent being shown in illustrations. However, the best color harmony is carried out in each finish.



Available In Six Finishes

(See Page 3)

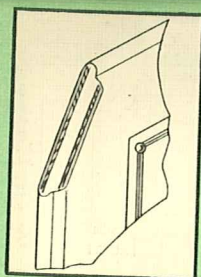
White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim
Bone Ivory on Green Enamel
Tawny Oak
Crystal White Oak



Shown with Utility Closets No. 945

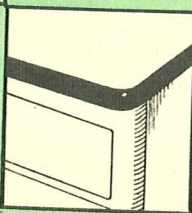
Available in all finishes to match No. 903 Cabinet

UTILITY NO. 945—18" WIDE 12" DEEP 70" HIGH

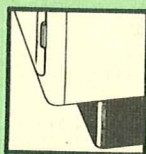
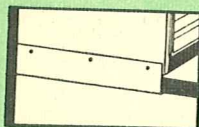


5-Ply Door

Smartly
Rounded
Corners



Flat Type
Top Supports

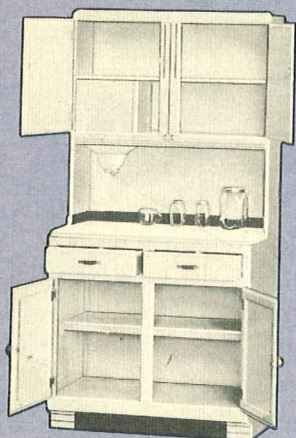


Toe Space

SELLERS MODERN No. 906

CABINET ONLY—36" WIDE — 70" HIGH — 22" DEEP

● This New Sellers comes into the line in response to a steady demand for a 36" width cabinet of modern "built-to-the-floor" style which gives so much more storage capacity for space occupied. Built to Sellers standard throughout, it is all hardwood construction, finished with best grade materials by Sellers "Baked-On" process. Heavy $\frac{3}{4}$ " 5-ply flush panel doors, on top section; chromium plated rust-resisting hinges; Bakelite door and drawer pulls; 25-lb. all-metal flour bin with Fast Fluffy sifter; 4-pc. glassware set and three-point suspension drawer guides.



Available In Five Finishes

(See Page 3)

White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim
Tawny Oak
Crystal White Oak



Shown with Utility Closets No. 93

Available in all finishes to match No. 906 Cabinet

UTILITY NO. 93—18" WIDE 12" DEEP 70" HIGH

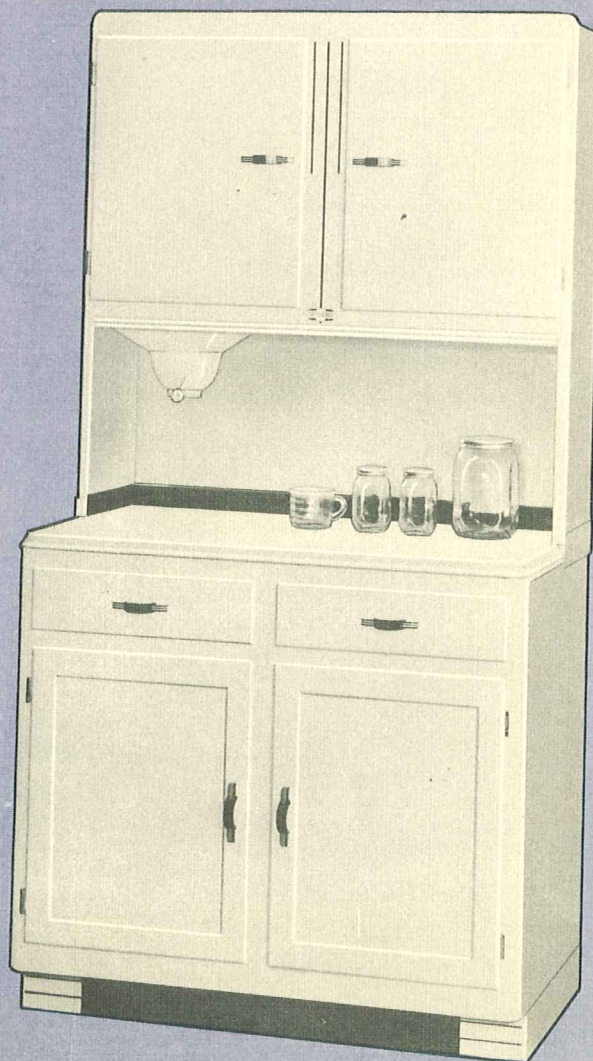


ILLUSTRATION SHOWS THE WHITE ENAMEL WITH BLACK TRIM FINISH

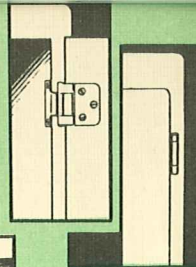
There are slight variations in striping, porcelain top edges, etc., in various finishes which printing limitations prevent being shown in illustrations. However, the best color harmony is carried out in each finish.

SELLERS LEADER No. 901

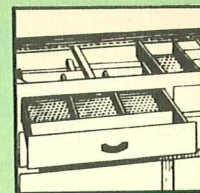
36" WIDE — 70" HIGH — 22" DEEP

● All hardwood construction throughout. The first grade Sellers "Baked-On" finish; Klear Front Curtain; extending stainless Porceliron top; 25-lb. all-metal flour bin; metal bread drawer; three-point suspension drawers; non-tarnishing Bakelite door and drawer pulls. All these conveniences and Sellers quality design and workmanship make this 1939 Leader an outstanding Sellers value.

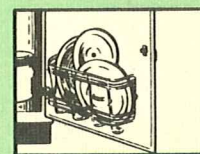
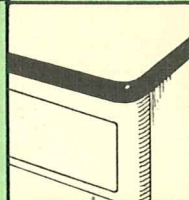
Semi-Concealed Hinges



3-Point Suspension Drawers



Smartly Rounded Corners



Pan or Lid Racks

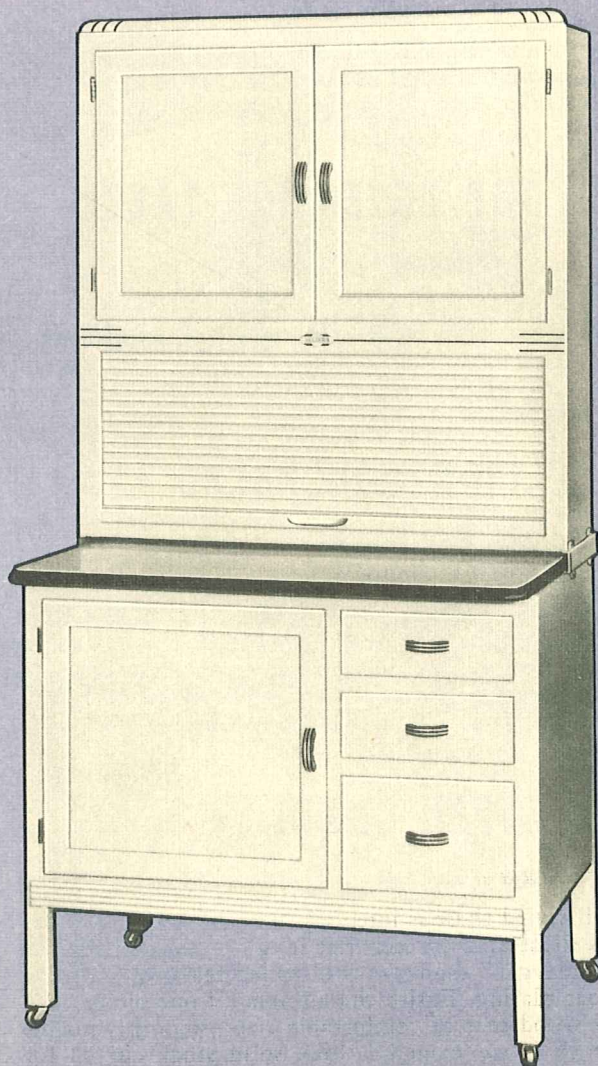
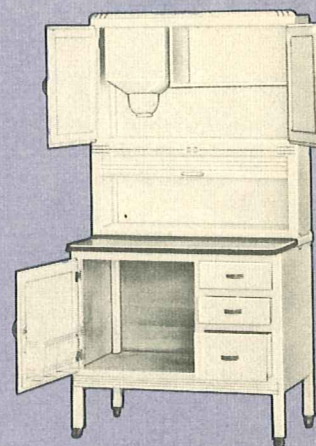
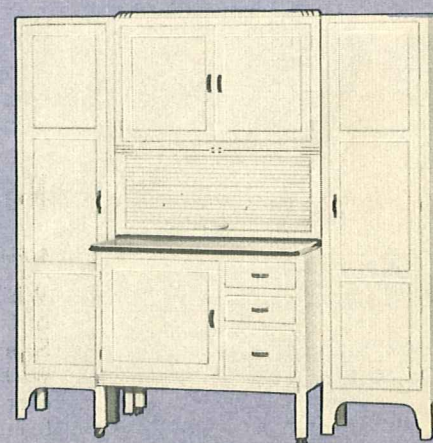


ILLUSTRATION SHOWS THE WHITE ENAMEL WITH BLACK TRIM FINISH
There are slight variations in striping, porceliron top edges, etc., in various finishes which printing limitations prevent being shown in illustrations. However, the best color harmony is carried out in each finish.



Available in Two Popular Sellers Finishes
(See Page 3)

White Enamel—Black Trim
Bone Ivory on Green Enamel



Shown with Utilities No. 945
Available in all finishes to match Cabinet No. 901
UTILITY NO. 945—18" WIDE 12" DEEP 70" HIGH

3

NEW CHROME LEG TABLES AND A NEW CHROME CHAIR

The trend is to Chrome . . . so, we give you Chrome . . . in a choice of three top styles . . . Linoleum, Stainless Porceliron and Wood. And a chrome chair with a wood seat and back rest, with seat in same color as table.

They are unusually attractive combinations and will make marvelous window pieces . . . and at prices that will make them genuine traffic builders . . . and profit makers.

The usual Sellers excellance of finish and construction. You'll make friends when you sell these tables and chair.

No. 3960 LINOLEUM TOP EXTENSION TABLE

(Illustrated top of Page 13)

SIZE 32" x 44" CLOSED EXTENDED 32" x 58"

2 Finishes: White Enamel Base with Red Top or Blue Top.

Medium Guage Linoleum cemented to 5 ply $\frac{3}{4}$ " thick wood top. All edges of main top and leaf fully bound with non-tarnishing Chromedge metal. Fitted with top and leaf lock. Storage under main top for leaf when not in use. Heavy thoroughly rigid leg assembly construction. Best quality three coat plating on 16-guage cold rolled seamless one-piece tubing.

No. 3951 WOOD TOP EXTENSION TABLE

(Illustrated Center Page 13)

SIZE 30" x 42" CLOSED EXTENDED 30" x 57"

3 Finishes: White Enamel with Red, Black or Blue Trim

An attractive modern style extension table with extra leaf stored under main top when not in use. Heavy 5-ply laminated top and leaf. Absolutely rigid leg assembly. Best quality Sellers "Baked-On" enamel finish. Chrome legs of 1-inch, 16-guage cold rolled seamless tubing with triple coat plating.

No. 3943 PORCELIRON CONCEALED LEAF TABLE

(Illustrated Bottom Page 13)

SIZE 40" x 25" CLOSED EXTENDED 40" x 45"

3 Finishes: White Enamel with Black, Red or Blue Trim

For practical kitchen use no finer table could be made. STAINLESS PORCELIRON Top and Leaves plus bright non-tarnishing Chrome plated steel legs. No springs to get out of order. Careful design and accurate machining insure quiet easy operation at all times. Table fitted with double extension drawer which gives full access to drawer even when leaves are fully extended (see page 21). Extra heavy Chrome steel legs $1\frac{1}{2}$ " diameter. Perfectly rigid attachment.

No. 90 CHROME STEEL CHAIR

(Illustrated Page 13)

3 Finishes: White Back with Black, Red or Blue Seat

While this unusually well styled chair is intended to be used with any of the three styles of Chrome Leg Tables as illustrated we feel that it can be successfully shown with other Sellers all wood tables. Heavy 1" diameter cold rolled seamless steel—16 guage weight with best grade triple coat plating. Entire chair frame all one-piece—NO JOINTS whatever in this chair. Solid wood seat of comfortable size—smoothly rounded roll edge in front— $\frac{7}{8}$ " stock. The back is cut from 2" thick solid stock curved for comfort. Best grade Sellers "Baked-On" enamel finish both seat and back.

CHROME LEG TABLES AND CHAIR

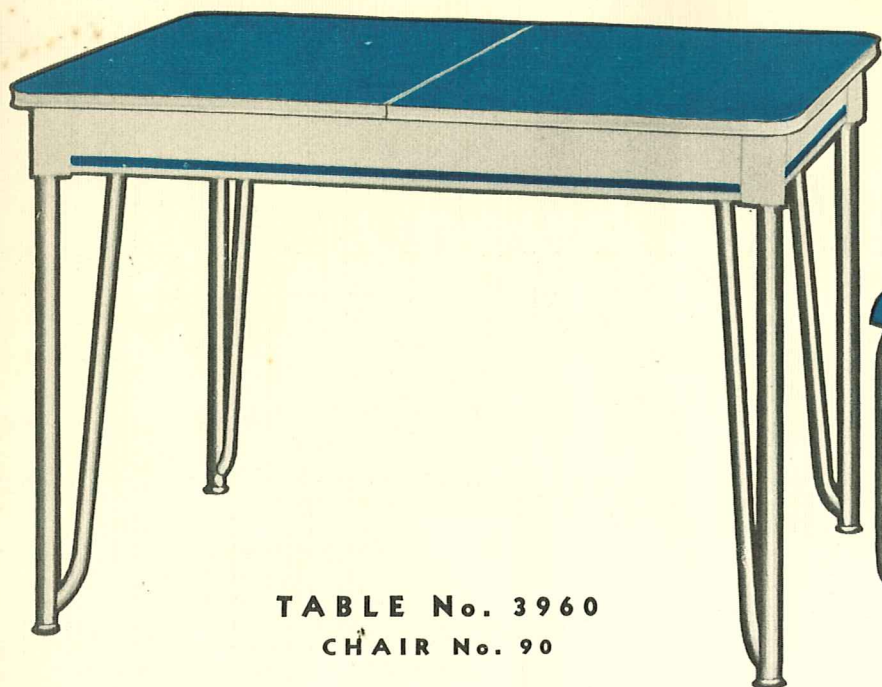


TABLE No. 3960
CHAIR No. 90

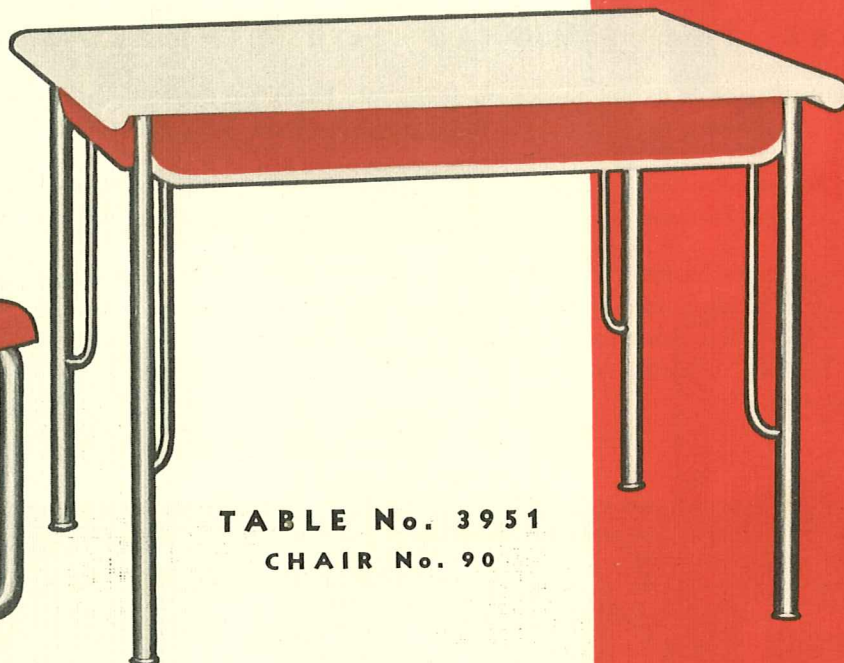


TABLE No. 3951
CHAIR No. 90

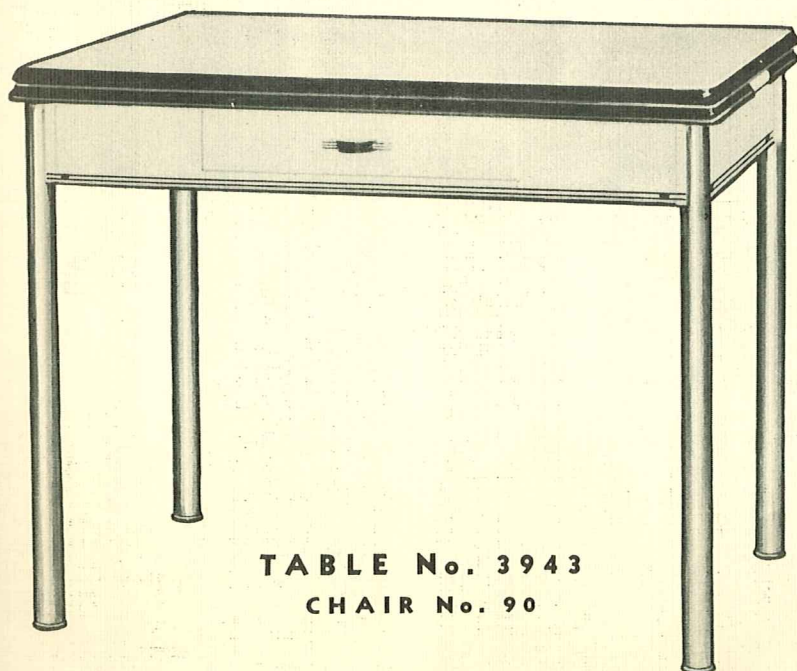


TABLE No. 3943
CHAIR No. 90



3 New LINOLEUM TOP TAB

● There's a definitely good reason for the quick public acceptance and demand for linoleum top tables that inlaid linoleum is stain-proof, easily cleaned, long-wearing, practical . . . and . . . equally impressive like the COLOR . . . and the effect secured by the Chromedge trim.

The Sellers chair line is available in the same color combinations as those listed here for the new tables.

HERE ARE THE FINISHES FOR LINOLEUM TOP TABLES

The three tables shown on these two pages are available in any of the following finishes. Any of the Chairs shown also available in same finishes.

Crystal White Oak Base with Red Linoleum Top
Tawny Oak with Tan Jaspe' Linoleum Top

The trim on all bases harmonizes with the color of the linoleum top as indicated by the illustrations on these two pages, and this trim, along with the Chromedge binding, achieves a most unusually attractive effect.

White Enamel Base with Red Linoleum Top
White Enamel Base with Blue Linoleum Top

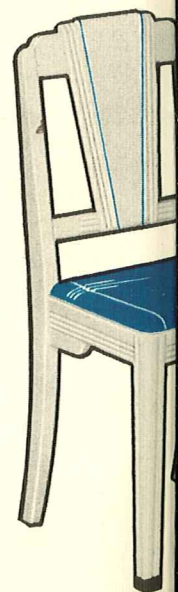
All linoleum used is first quality inlaid of medium gauge, glued on. The linoleum insert on edges is same as top. The metal binding is Chromedge—non-tarnishing and stainless.

The wood tops under the linoleum is 5-ply $\frac{3}{4}$ " thick, underneath side sealed.



TABLE No. 3957
38" DIAMETER
CHAIR No. 83

The chairs illustrated are described in The four chairs No. 87 are available Page 14. Any of the three



No. 87
Chair

(At left)

No. 3957
TOP 38" IN DIAMETER
ILLUSTRATION
WITH RED LINOLEUM
Also available in other

LES BY SELLERS

Women know
tant . . . they

e line.

CHAIRS

rated on these two pages
detail on following pages.
Numbers, 81, 83, 86 and
in the finishes listed on
these chairs may be used
ables shown.



No. 81 Chair

No. 3958 TABLE

33" x 55"

ILLUSTRATION SHOWS TAWNY OAK BASE
WITH TAN JASPE' LINOLEUM TOP.
Also available in the other finishes listed on page 14.



No. 86 Chair



No. 3959 EXTENSION TABLE

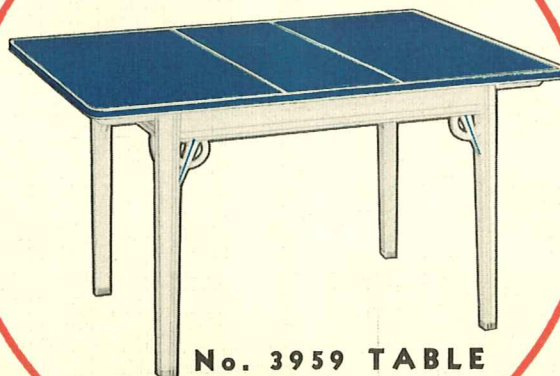
32" x 44" 15" EXTENSION

The extension leaf is bound with Chrom-
edge trim on all edges. Table locks both
closed and extended.

ILLUSTRATION SHOWS WHITE ENAMEL BASE
WITH BLUE LINOLEUM TOP.

Also available in all finishes listed on page 14.

No. 86 Chair



**No. 3959 TABLE
Extended**

TABLE

AMETER

HOWS WHITE ENAMEL BASE
EUM TOP.
r finishes listed above.

SELLERS ATTRACTIVE TABLES AND CHAIRS

● New, this year, in our line, three linoleum top tables and three chrome leg tables and a chrome chair, illustrated herein.

And, of course, our usual line of matching breakfast sets.

In the new linoleum top and chrome leg tables we have held to our usual policy of quality construction. We could have produced these new tables so as to place them in the lower price brackets but we have always found in the past that Sellers customers preferred that we maintain our usual construction standards so that all Sellers merchandise would continue to mean Sellers quality.

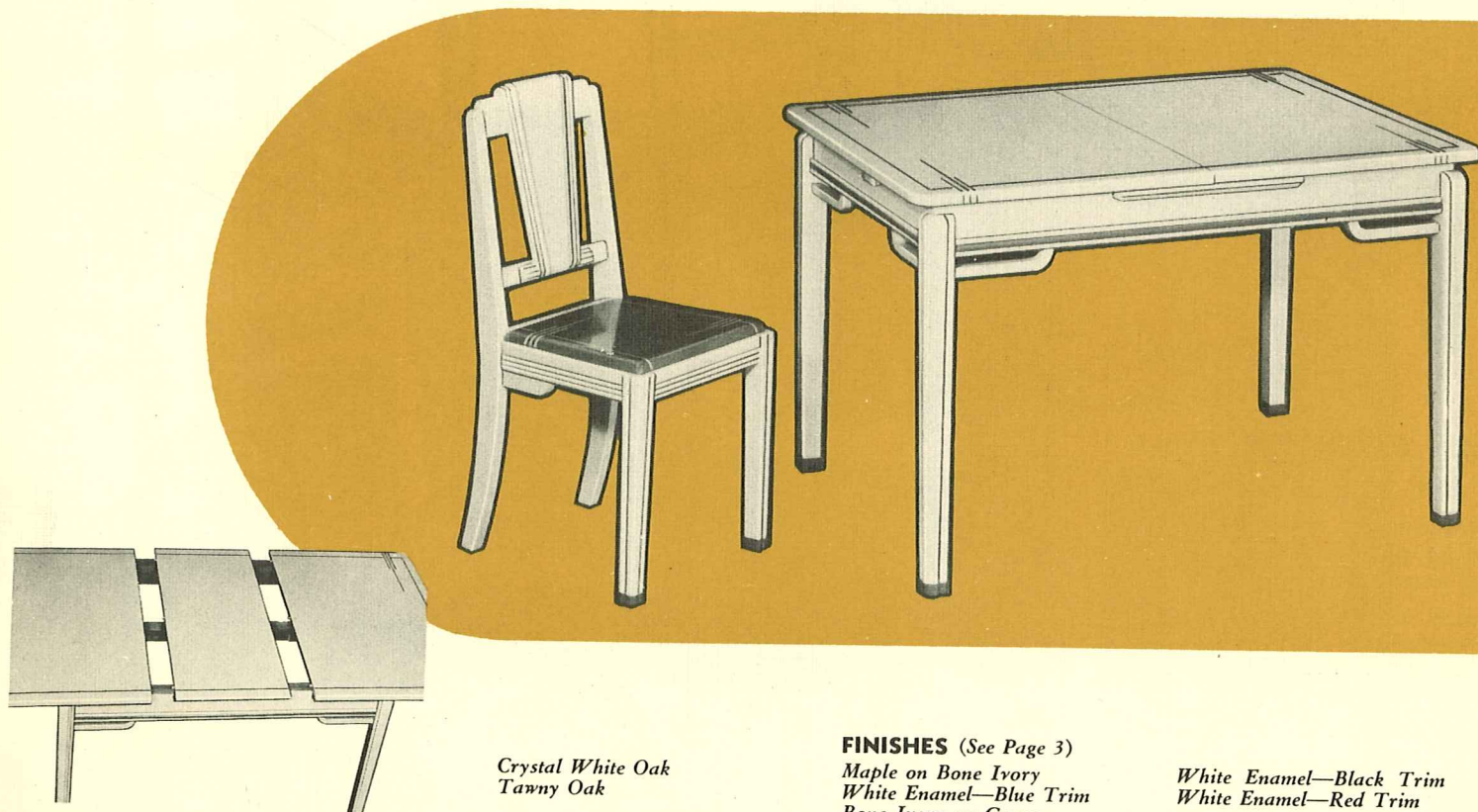
This does not mean that the new tables are high priced, because they are not. But they are well constructed tables which can be resold at attractive prices which will be profitable to you . . . and when you sell a Sellers table you will know that you are building customer goodwill.

SELLERS AUTOMATIC JUMP LEAF TABLE No. 3800

SHOWN WITH NO. 87 CHAIR 34 x 47" CLOSED 34 x 62" EXTENDED

ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH

● For those who prefer the finest in quality and styling this suite is recommended. Extra large size yet practical for almost any size room. Unusually sturdy construction with deep skirt for additional strength. Five ply laminated top and leaf offer utmost protection against warpage. Heavy, gracefully tapered legs are turned from 2½" stock. Equipped with lock for both open and closed positions, the Jump Leaf equipment illustrated at left works smoothly and is trouble free.



Jump Leaf Construction

Notice the massive cross beams, thoroughly kiln dried, to which mechanism is attached. This hidden quality insures ease of operation of the fully automatic Jump Leaf Extension, and continued customer satisfaction. No tugging or pulling—a child can easily open or close this table.

Crystal White Oak
Tawny Oak

FINISHES (See Page 3)

Maple on Bone Ivory
White Enamel—Blue Trim
Bone Ivory on Green

White Enamel—Black Trim
White Enamel—Red Trim

CHAIR TO MATCH

CHAIR NO. 87— Shown with this table is of attractive design and graceful appearance. Extra heavy stock, two hard wood dowels at each joint throughout and properly corner blocked. Fully boxed wood slip seat. No. 3800 table can be used equally well with Nos. 86, 81 and 83 chairs. Shipped set up in sealed carton.

N.B. No. 87 Chair in white and red finish. Chair seats are white with red lines.

SELLERS FOLDING LEAF TABLE No. 3820

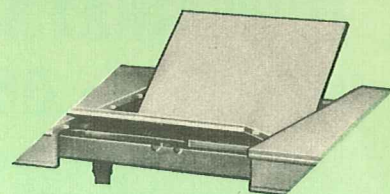
SHOWN WITH NO. 86 CHAIR

34" x 45" CLOSED

34" x 59" EXTENDED

ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH

- A beautiful modernistic table with attractive smooth moulded skirt. Decorative braces add strength and hold legs perfectly rigid. Five ply laminated top and leaf. Exceptionally smooth operating double equalizing heavy slides with folding leaf carried underneath top. Table fitted with lock in closed position with leaf lock when extended.



FOLDING LEAF

FOLDING LEAF is always in position when table is extended, yet is fully concealed when not in use. Mechanism is simple—can not get out of order.

FINISHES (See page 3)

Crystal White Oak

Tawny Oak

White Enamel—Blue Trim

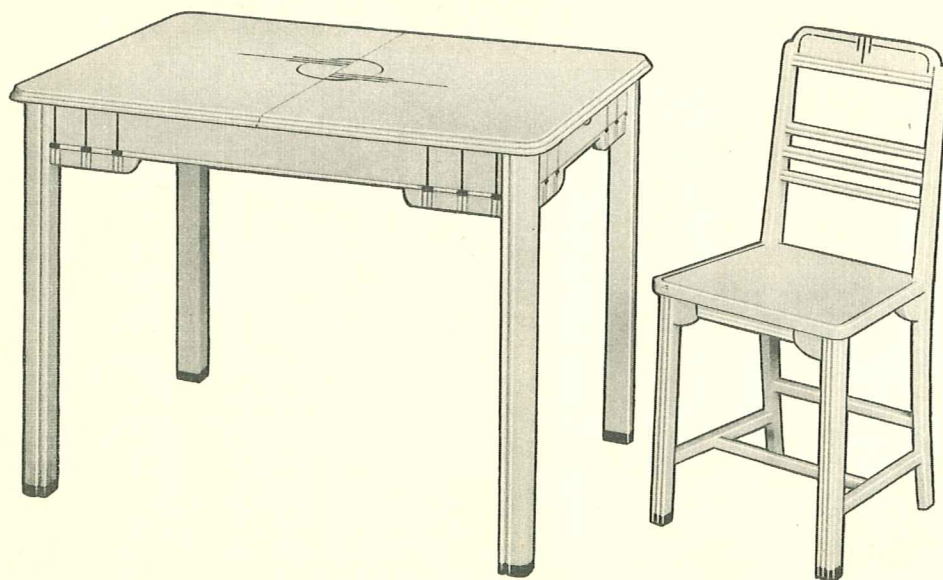
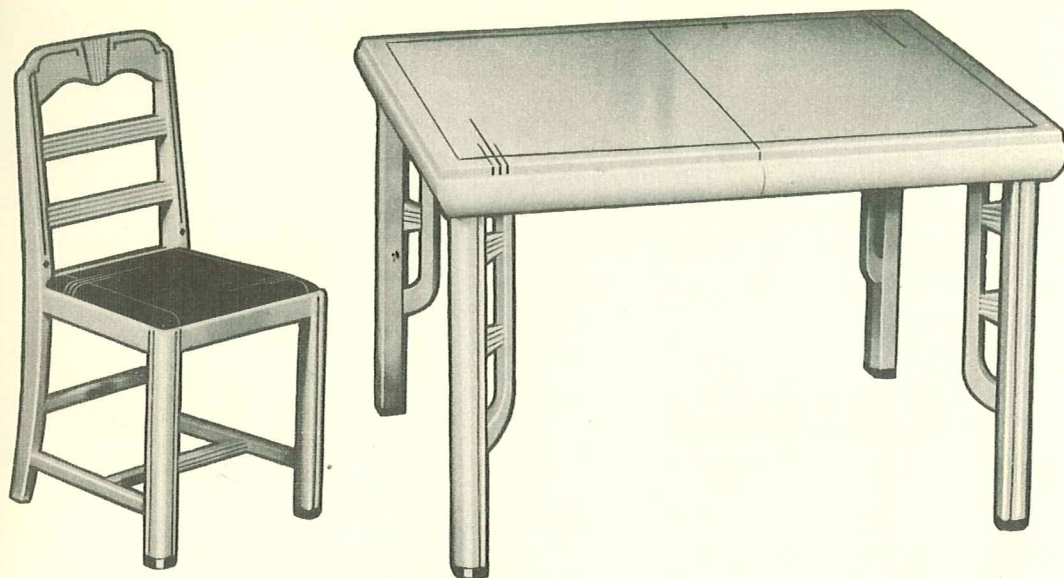
Bone Ivory on Green

White Enamel—Black Trim

White Enamel—Red Trim

CHAIRS TO MATCH

CHAIR No. 86—Shown with this table has continuous back posts, full box type slip seat—double doweled joints, heavy corner braces. Truly an outstanding chair combining quality, durability and comfort. Chairs Nos. 87, 81 or 83 may also be used with this table. All chairs shipped set up in sealed carton properly padded. *N.B. No. 86 chair in white and red finish. Chair seats are white with red lines.*



SELLERS EXTENSION TABLE No. 3953

SHOWN WITH NO. 81 CHAIR

30" x 42" CLOSED

30" x 57" EXTENDED

ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH

- Note the attractive moulded edge on this table. Its wide decorated skirt—the heavy 2½" half round legs sturdily attached. In addition, this table is fitted with lock and a large 15" extra leaf that lets table extend to 57 inches. The best of hardwood materials and the famous "Baked-On" Sellers finishes make this table a remarkable value.

FINISHES (See page 3)

Crystal White Oak

White Enamel—Blue Trim

Tawny Oak

Bone Ivory on Green

Maple on Bone Ivory

White Enamel—Black Trim

White Enamel—Red Trim

CHAIRS TO MATCH

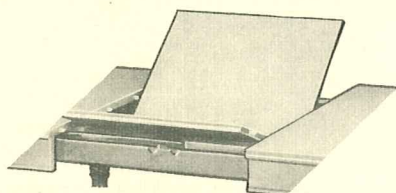
CHAIR No. 81 shown with this table is our answer to the need for a medium weight chair without sacrificing durability and appearance. Sturdily constructed with continuous back posts bolted through the seat. A well balanced chair that will give years of good service. Chairs Nos. 87, 86 or 83 may also be used with this table. Shipped set up in sealed cartons.

SELLERS FOLD-A-WAY LEAF TABLE No. 3865

SHOWN WITH NO. 81 CHAIR

30" x 42" CLOSED

30" x 54" EXTENDED



FOLDING LEAF

FOLDING LEAF is always in position when table is extended, yet is fully concealed when not in use. Mechanism is simple—can not get out of order.

CHAIRS TO MATCH

CHAIR No. 81—Shown with this table is our answer to the need for a medium weight chair without sacrificing durability and appearance. Sturdily constructed with continuous back posts bolted through the seat. A well balanced chair that will give years of good service. Chairs Nos. 87, 86 or 83 may also be used with this table. Shipped set up in sealed cartons.

• The "Fold-A-Way Leaf" idea carried out on a popular price table. New, smart lines supported by sturdy construction in every detail. Note the unusual treatment of attaching the legs to the heavy skirt—all bolts are concealed. Top and leaf are of five-ply laminated wood, full protection against warping. Extension arrangement is simple, can not get out of order.

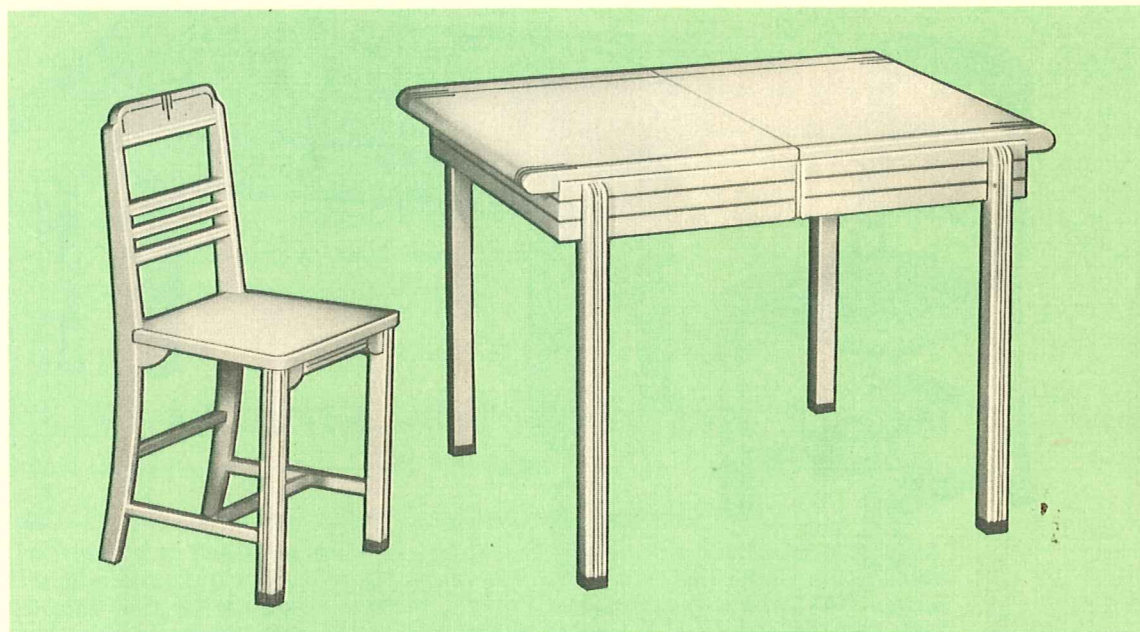
FINISHES (See page 3)

Crystal White Oak
Tawny Oak
Maple on Bone Ivory

Bone Ivory on Green
White Enamel—Black Trim
White Enamel—Red Trim

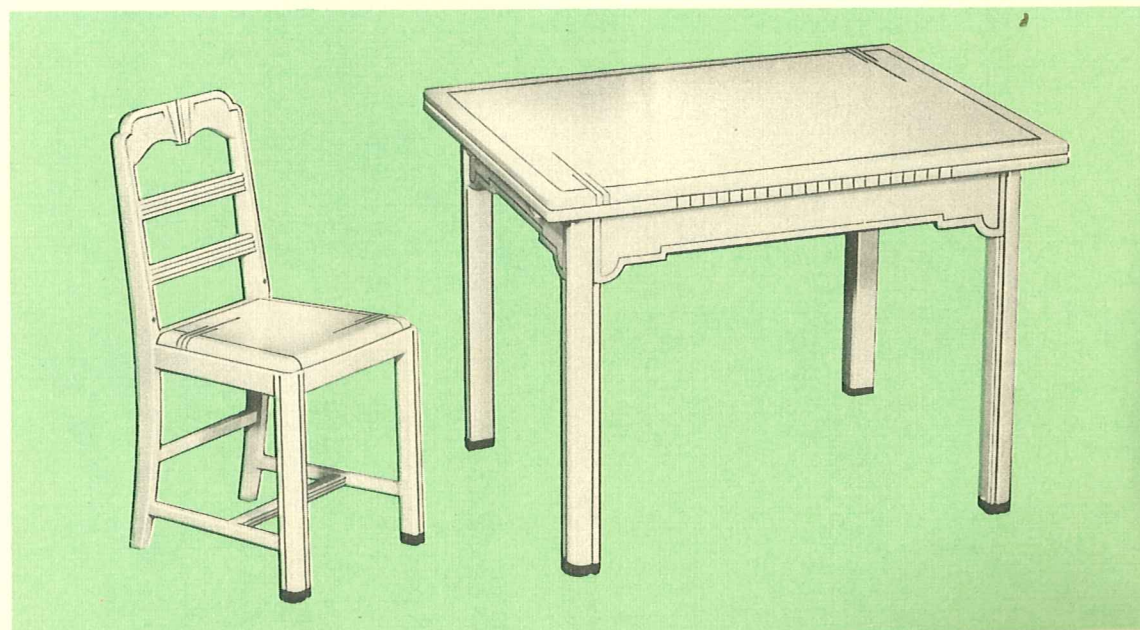
White Enamel—Blue Trim

ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH



CHAIRS TO MATCH

CHAIR No. 86—Shown with this table has continuous back posts, full box type slip seat—double doweled joints, heavy corner braces. Truly an outstanding chair combining quality, durability and comfort. Chairs Nos. 87, 81 or 83 may also be used with this table. All chairs shipped set up in sealed carton properly padded.



SELLERS REFECTORY TABLE No. 3847

SHOWN WITH NO. 86 CHAIR

30" x 42" CLOSED

30" x 62" EXTENDED

• A highly practical and convenient suite for either the large or small family. All five-ply laminated wood top and leaves—properly cross-banded to eliminate all possibility of warpage. Positive action extension device holds leaves rigid when open—no intricate mechanism to get out of order. Attractive deep skirt provides maximum in strength with the heavy half-round legs solidly anchored to frame.

FINISHES (See page 3)

Crystal White Oak
Tawny Oak

White Enamel—Black Trim
White Enamel—Red Trim

Maple on Bone Ivory

ILLUSTRATION SHOWS WHITE ENAMEL—RED TRIM FINISH

• This excellent extension table is a fine value, all hardwood throughout; modified waterfall edge; sturdy construction and genuine Sellers "Baked-On" finishes. Extra 10" leaf carried underneath main top. Legs $1\frac{3}{4}$ " square attractively reeded, match either No 81 or No. 83 Chair.

FINISHES (See page 3)

White Enamel—Black Trim
White Enamel—Red Trim
White Enamel—Blue Trim

Bone Ivory on Green Enamel
Crystal White Oak
Tawny Oak

ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH

SELLERS EXTENSION TABLE No. 3954

SHOWN WITH NO. 83 CHAIR

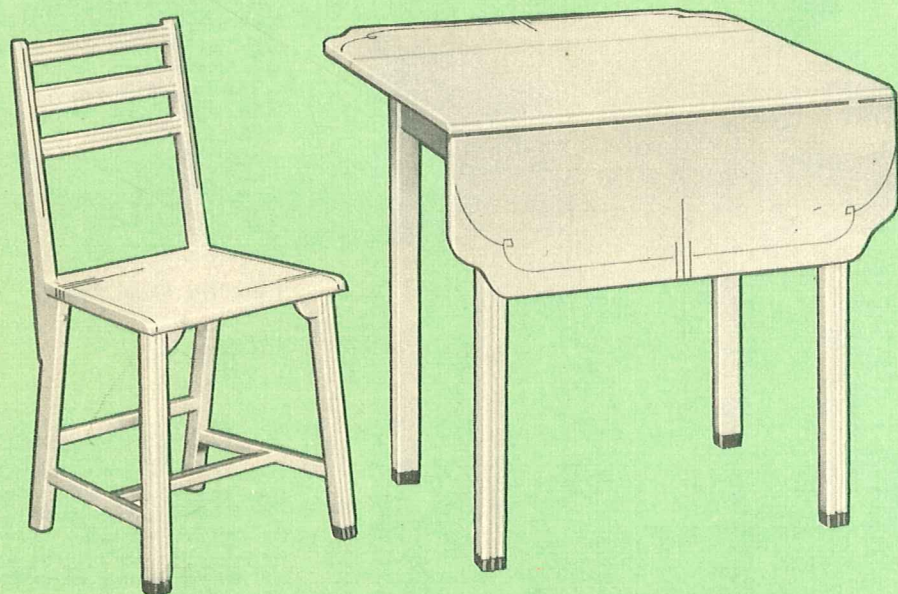
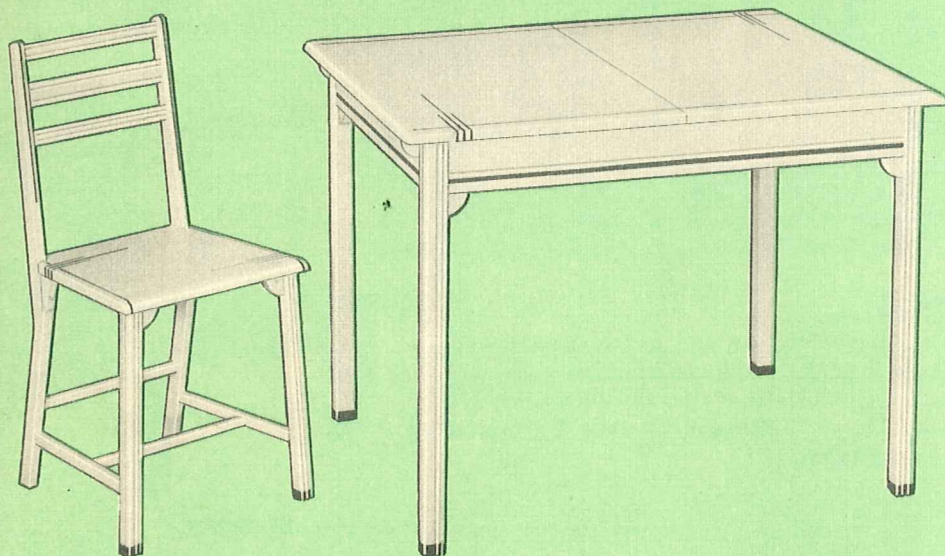
30" x 42" CLOSED

30" x 52" EXTENDED

CHAIRS TO MATCH

CHAIR No. 83—Shown here with both No. 3954 and No. 3850 table is a new Sellers Chair with unusual pleasing design and strength for a low cost chair. All legs double doweled into seat—stretchers all dowel construction. Long diagonal bearing surface of top back post against back leg additionally reinforced by long bolt makes this a STRONG chair.

CHAIRS No. 81, 86 or 87 may also be used with this table.



• This ever popular Drop Leaf Set has received added beauty and appeal through new styling. Particularly suitable for the small breakfast room or dinette. Knuckle joint permits leaves to be brought up level with top—held in position with positive hardwood slide. Square beaded legs held rigid by attaching through wooden corner braces. Sellers quality workmanship and finishes used throughout.

FINISHES (See page 3)

Crystal White Oak
Tawny Oak

White Enamel—Black Trim
White Enamel—Red Trim

Bone Ivory on Green

ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH

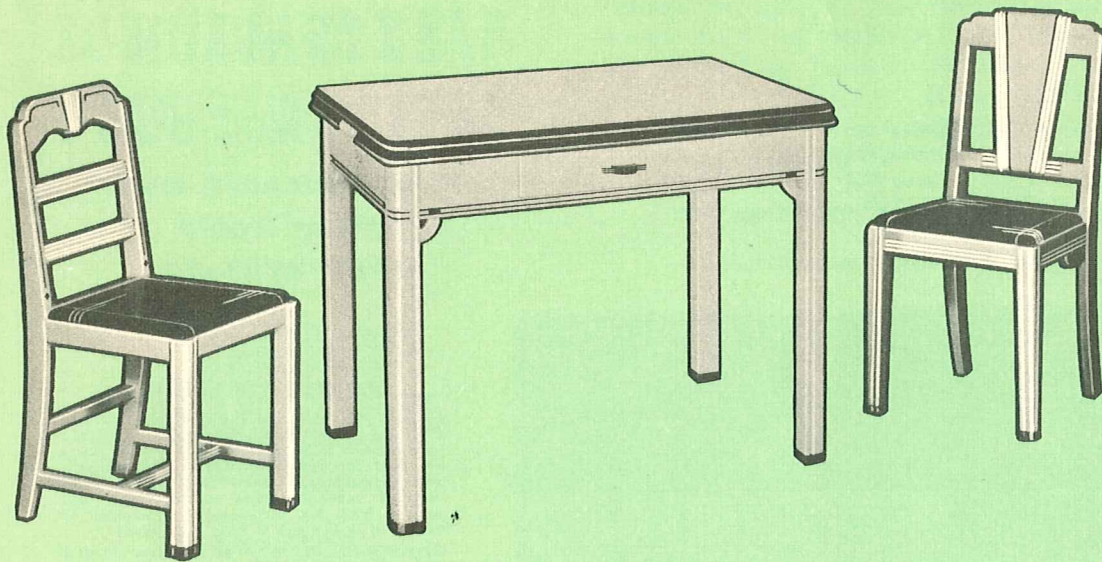
SELLERS DROP LEAF TABLE No. 3850

SHOWN WITH NO. 83 CHAIR

30" x 21" CLOSED

30" x 42" EXTENDED

TWO NEW PORCELIRON REFECTORY TABLES



Chair No. 86 at left
Chair No. 87 at right

TABLE No. 3942—Above

• A NEW EXTRA HEAVY Table with attractive styling and extra convenience. Wide skirt and large 2½" half round legs. Superior under construction glued and tenoned corner blocks. Silent positive acting slides that operate with ease. No springs, STAINLESS PORCELIRON Top and Leaves. Exclusive DOUBLE EXTENSION DRAWER—partitioned and lined (see cut at right).

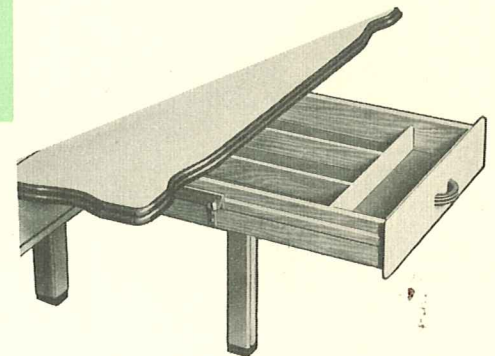


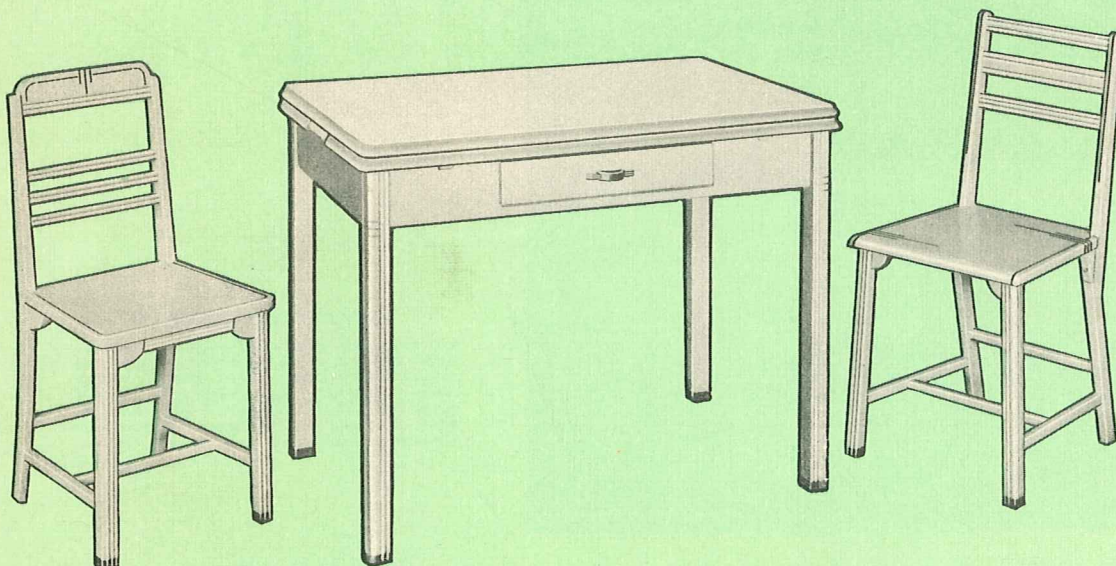
TABLE No. 3941—Below

• New style leaf shape—wider skirts—rounded and beaded 1¾" legs. Smooth, quiet extension. No springs. Glued and tenoned corner braces—all hardwood construction. Best grade Sellers "BAKED-ON" finishes. Lined and partitioned drawer with easy operating drawer guide. Stainless PORCELIRON Top and Leaves.

DOUBLE EXTENSION GUIDES ON TABLE No. 3942

Note how the drawer extends beyond the Porceliron leaf permitting free access to the contents. The rigid double extension guides make this convenience possible. Drawer is easily removable for cleaning. This feature on Table No. 3942 only.

Chair No. 81 at left
Chair No. 83 at right



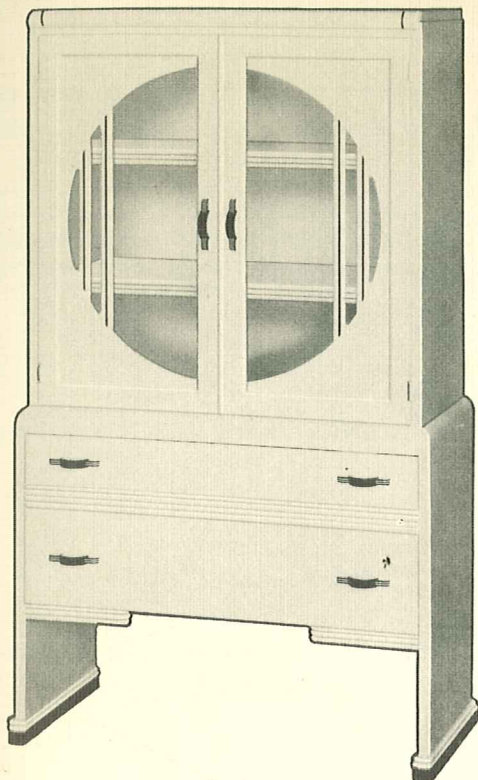
CHAIRS OPTIONAL

Any of the 4 chairs shown on this page may be used with either table. For complete description of chairs 86 and 81, see page 17. For description of chair 87, see page 16, and for description of chair 83, see page 19.

ILLUSTRATIONS
SHOW WHITE ENAMEL
BLACK TRIM FINISH

FINISHES FOR No. 3941 and No. 3942

White Enamel—Black Trim Base.....	White Surface Porceliron Top—Black Edge
White Enamel—Red Trim Base.....	White Surface Porceliron Top—Red Edge
Bone Ivory on Green Enamel.....	Ivory and Green "Mother of Pearl" Porceliron Top
White Enamel—Blue Trim Base.....	White Surface Porceliron Top—Blue Edge
Crystal White Oak Base.....	White Surface Porceliron Top—Black Edge
Tawny Oak Base.....	Tan "Mother of Pearl" Porceliron Top—Brown Edge



SELLERS CHINA CABINET No. 997

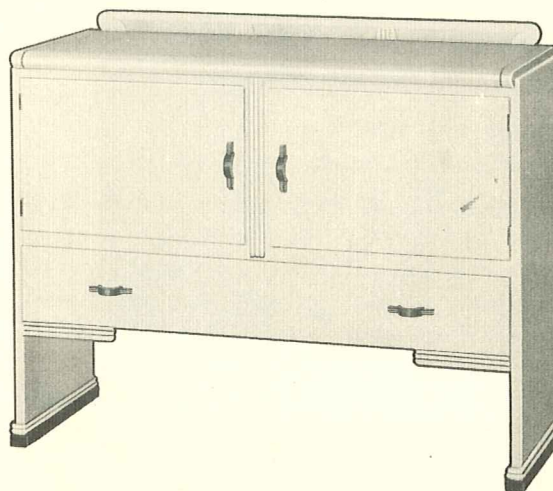
32" WIDE 16 1/4" DEEP 57 1/4" HIGH

• Distinctive appearance created through new designing brings forth enthusiasm wherever this China is displayed. Unusual treatment of the glass arrangement in doors adds much to its desirability. Three deep shelves full width and grooved across back edge for standing plates against back. Two full width linen drawers; interiors finished are fitted with three point suspension guides—no sticking or binding here. Matches perfectly with all items of corresponding finish in the line. Shipped in wooden crate.

SELLERS BUFFET No. 995

44 1/2" WIDE 17" DEEP 35 1/2" HIGH

• This attractive and well balanced buffet fits in readily and matches perfectly any breakfast set in this line. Roomy cupboard compartment completely finished in interior. Five-ply laminated doors fitted with concealed hinges. Note full width, extra deep drawer for linen storage. Convenient and removable silverware tray placed in one end of drawer makes it complete in every respect for dinette or breakfast room use. Shipped in wooden crate.



FINISHES (See page 3)

Crystal White Oak *Bone Ivory on Green*
Tawny Oak *White Enamel—Black Trim*
Maple on Bone Ivory *White Enamel—Red Trim*
White Enamel—Blue Trim

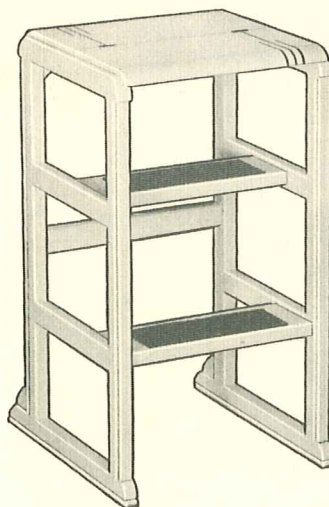
ILLUSTRATION SHOWS WHITE ENAMEL—BLACK TRIM FINISH

SELLERS NEW STEP STOOL No. 25

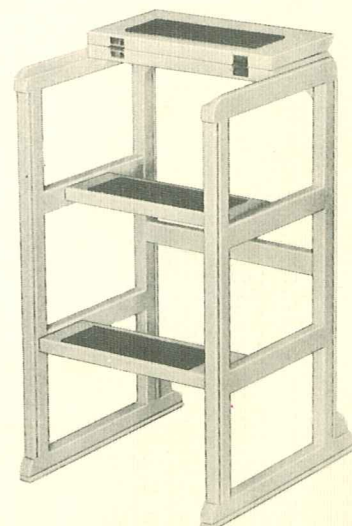
Five Attractive Finishes, Matching All Standard Sellers Kitchen Furniture Finishes

White Enamel—Black Trim *White Enamel—Red Trim*
White Enamel—Blue Trim
Crystal White Oak *Tawny Oak*

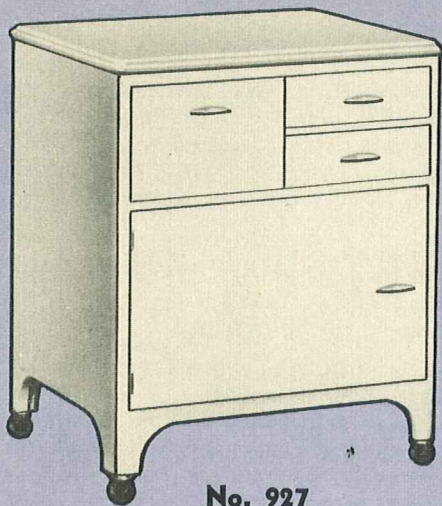
• There are several advantages to this fine new SELLERS product. It's all hardwood. Every joint is strongly tenoned and thoroughly glued. Finished with the very best of Sellers "Baked-On" finishes. The steps are neatly padded with corrugated rubber safety treads. The hinges are bright metal—not painted over—so they will not become unsightly. Notice that the foot extends both front and back to prevent possibility of tipping. Packed in single, sealed cartons.



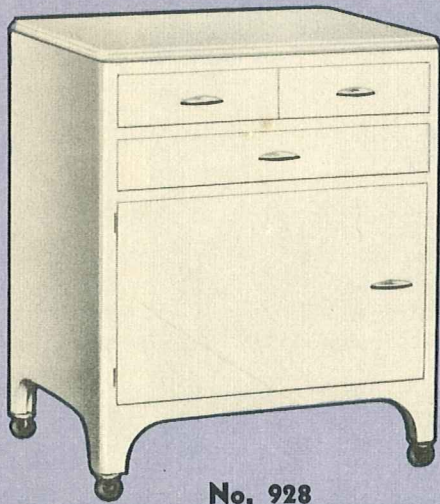
A COMFORTABLE STOOL



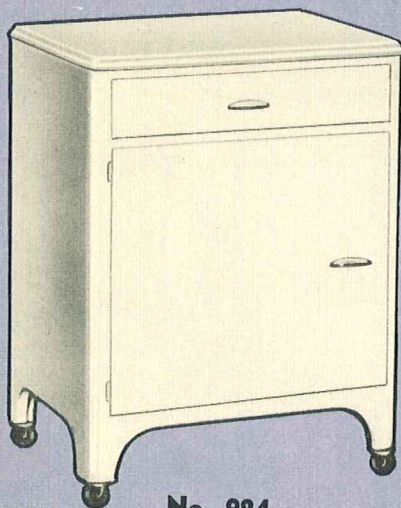
A HANDY LADDER



No. 927



No. 928



No. 924



No. 936

SELLERS UTILITY BASES

Completely finished on all 4 sides. Fitted with All-White Stainless Porceliron Tops. Mounted on Easy Rolling Casters. Chromium Plated Pulls. White Enamel Finish only. Solid post construction—rounded corners and flush panel sides and back. Heavy 5-ply $\frac{3}{4}$ " thick laminated doors.

No. 927

22" DEEP 27" WIDE 31½" HIGH

- Metal bread box with sandwich cutting board cover. Two cutlery or linen drawers.

No. 928

22" DEEP 27" WIDE 31½" HIGH

- Two small and one full width drawer make a very convenient arrangement. Cutting board in rack in lower compartment.

No. 924

20" DEEP 24" WIDE 31½" HIGH

- One large full width partitioned drawer. Extra wire shelf and cutting board in lower compartment.

No. 936

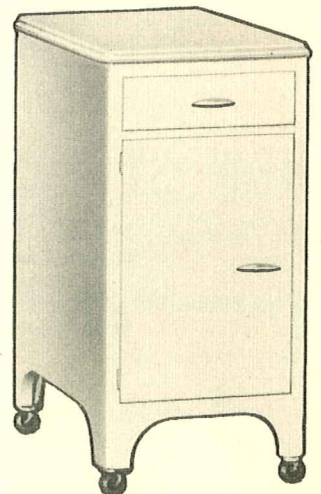
25" DEEP 36" WIDE 31½" HIGH

- Large metal bread box fitted with sandwich cutting board cover. Two deep drawers, one with divided compartments.

No. 920

20" DEEP 16" WIDE 31½" HIGH

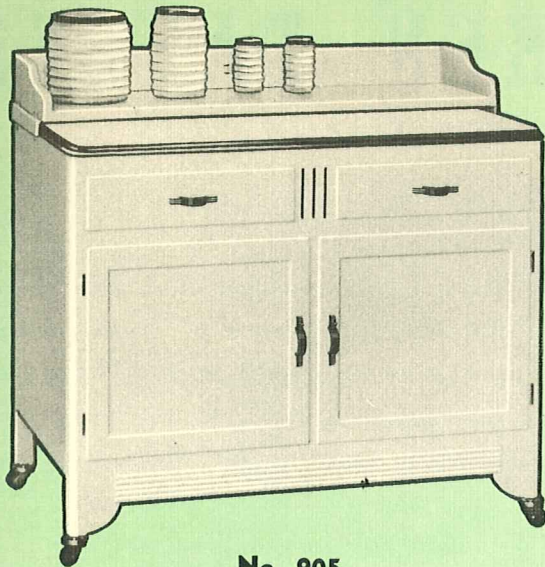
- One full width drawer. Extra wire shelf and cutting board in lower compartment.



No. 920

SELLERS CABINET BASES

Base Sections Only of Regular Kitchen Cabinet



No. 905

No. 905

40" WIDE 25" DEEP 37 $\frac{1}{4}$ " HIGH OVER SHELF

Made in 6 attractive color combinations as shown for Cabinet No. 905, page 7.

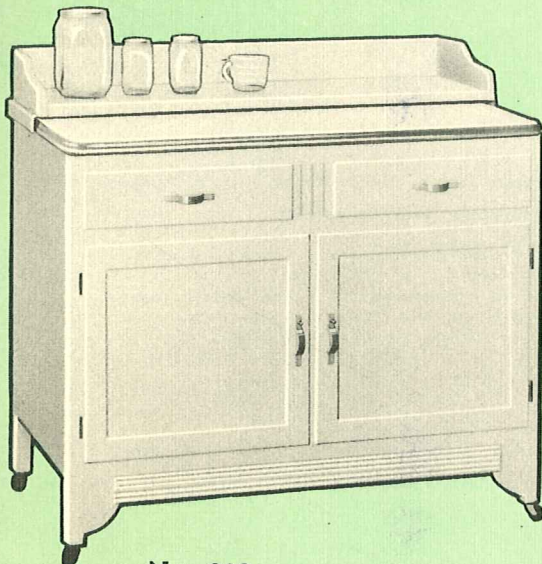
- Shelf for glassware permits use of extending table top. Glassware shown is regular equipment. Ant-proof casters. Bakelite pulls, push type catch. Automatic base shelf extender.

No. 903

40" WIDE 22" DEEP 37 $\frac{1}{4}$ " HIGH OVER SHELF

Made in 6 attractive colors as shown for Cabinet No. 903, page 9.

- Here is a completely equipped base at moderate cost. Four piece glassware regular equipment. Bread box or meal bin in lower compartment. Concealed hinges.



No. 903

No. 907

40" WIDE 22" DEEP 33 $\frac{3}{4}$ " HIGH

Available in 5 finishes shown for Cabinet No. 907, page 8.

- A very popular base with its modern "built-to-the-floor" design. New design makes possible concealed, easy rolling casters. Equipped with four piece glassware set. Chromium plated concealed hinges. Bakelite pulls in harmonizing colors. Removable bread box on inside right hand door.

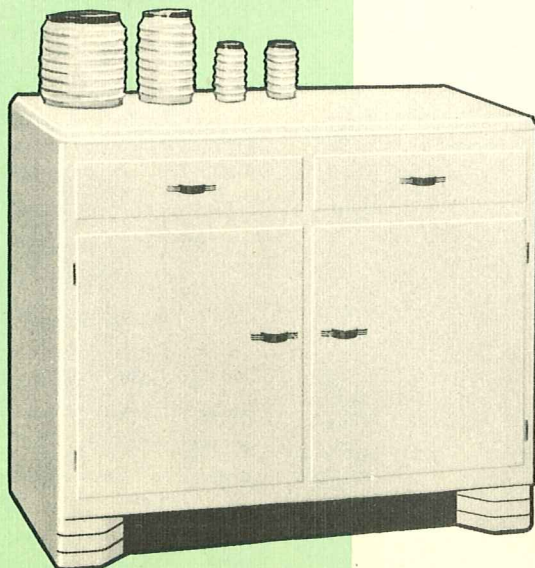
No. 906

36" WIDE 22" DEEP 33 $\frac{3}{4}$ " HIGH

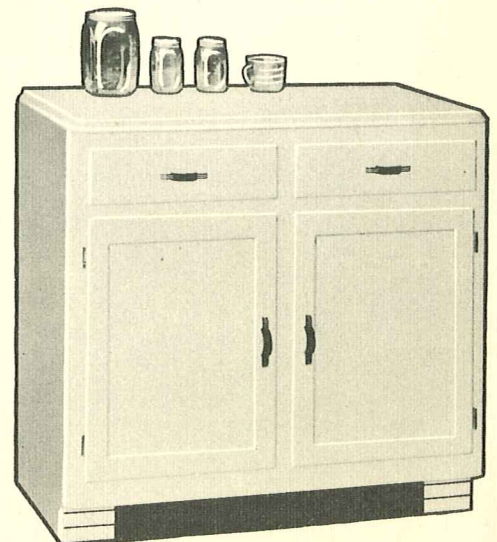
Available in 5 finishes as shown for Cabinet No. 906, page 10.

- Although small in size this base has an unusually large storage compartment. Furnished with four piece glassware set as shown.

NOTE: The rounded Porceliron top corners on No. 907 and No. 906 do not fully cover the square base corners at back. This offset in complete cabinet is covered by upper section which rests on Porceliron top. The offset is not sufficient to be objectionable when understood.



No. 907

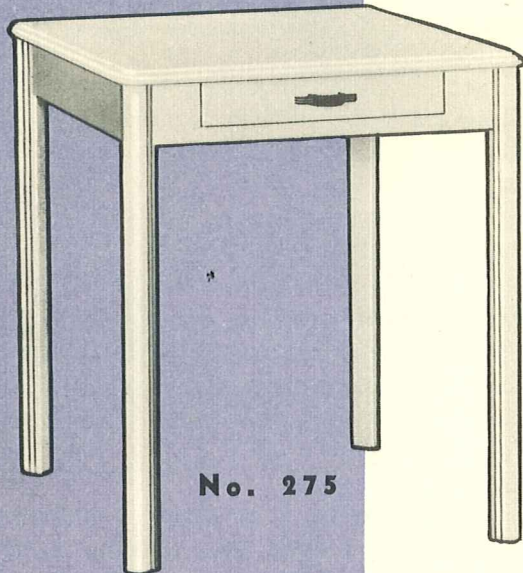


No. 906

3

NEW KITCHEN TABLES

WITH STAINLESS PORCELIRON TOPS



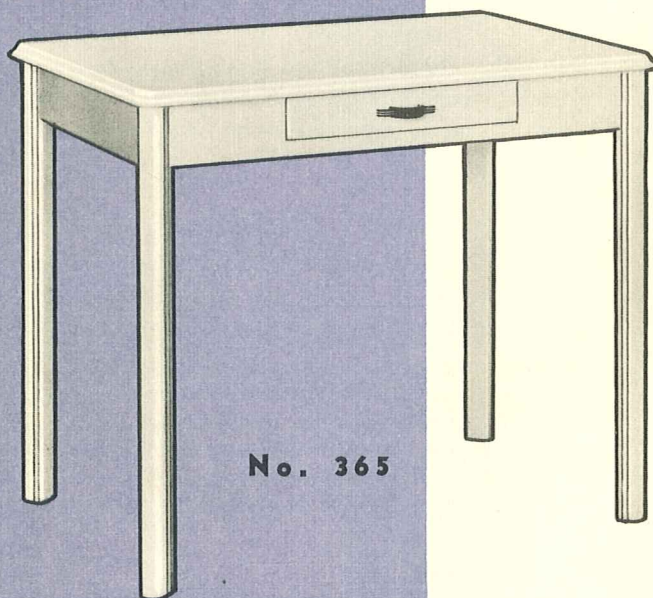
No. 275

All hardwood frames and legs—notched and glued-in wood corner braces. Sellers best grade "Baked-On" enamel finishes. Sturdy rounded and beaded legs from 2" stock. All fitted with first grade guaranteed stainless Porceliron tops with strong hardwood under framing. Smart rounded corners and smooth moulded edges. Each table has handy utensil drawer, fitted with 3 point suspension, non-jamming guide and stainless non-tarnishing Bakelite pull.

No. 275 TABLE

27" x 25"

One Finish Only—White Enamel Base—All White Stainless Porceliron Top. Packed two in Shipping Carton.

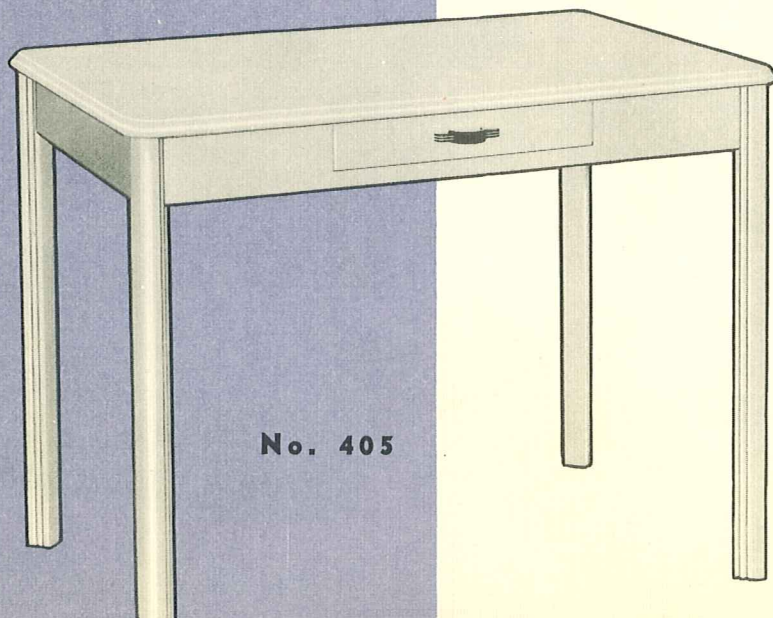


No. 365

No. 365 TABLE

36" x 25"

One Finish Only—White Enamel Base—All White Stainless Porceliron Top. Packed two in Shipping Carton.



No. 405

No. 405 TABLE

40" x 25"

Available 5 Color Combinations

White Enamel Base—All White Surface Top

White Enamel Base—All Red Surface Top

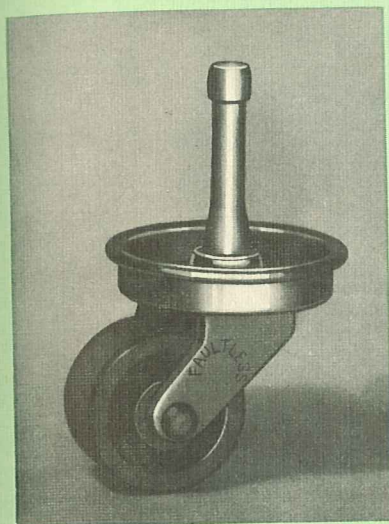
White Enamel Base—All Blue Surface Top

White Enamel Base—All Black Surface Top

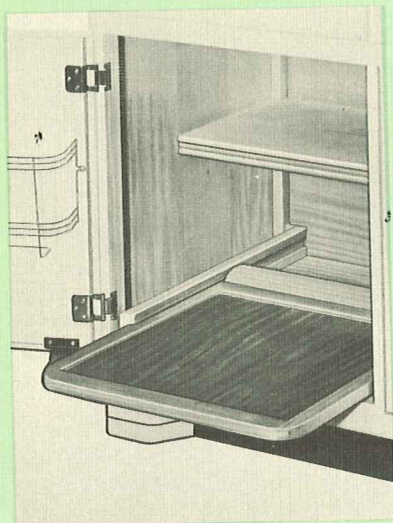
Green Enamel Base—All Ivory Surface Top

Packed two in Shipping Carton—Colors cannot be mixed. The new solid color stainless Porceliron Tops in Red, Blue or Black are unusually attractive and make ideal three piece Kitchen Breakfast Sets for small families when combined with any Sellers Chairs in matching color combinations—especially the New Chrome Chair No. 90 illustrated page 13.

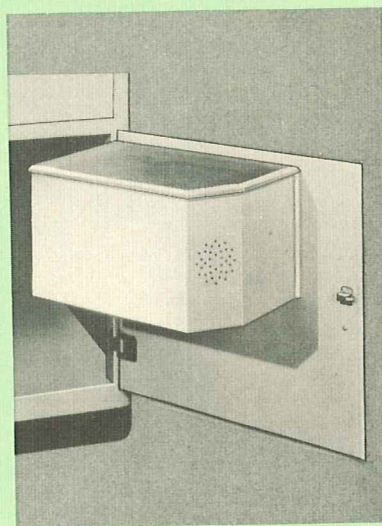
Only SELLERS HAS ALL THESE FEATURES



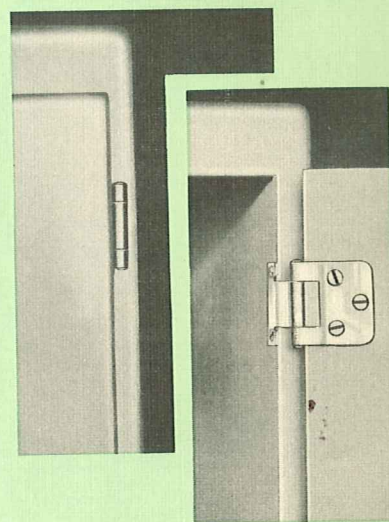
ANT-PROOF CASTERS—Patented one-piece ant-proof casters are cupped to contain borax or other insecticides. No crawling insect can possibly cross. One of the sanitary features found exclusively on Sellers Cabinets.



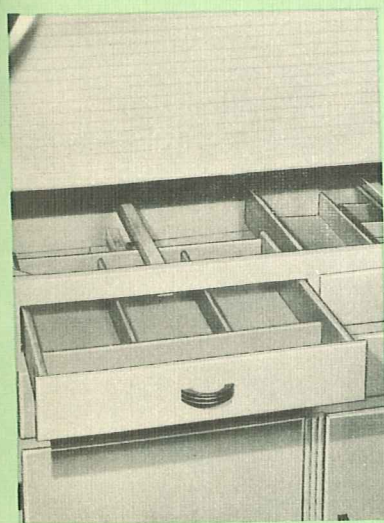
AUTOMATIC BASE SHELF EXTENDER. This exclusive Sellers Labor Saving feature almost hands pots and pans to you—simple and strong—it always works.



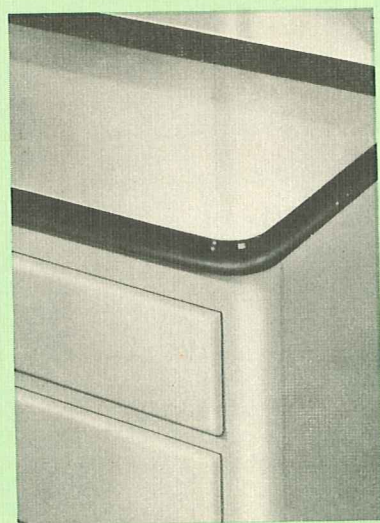
VENTILATED BREAD BOX on the base section door is at convenient height and uses otherwise wasted space. The banded wood lid makes an excellent—and handily placed—sandwich cutting board.



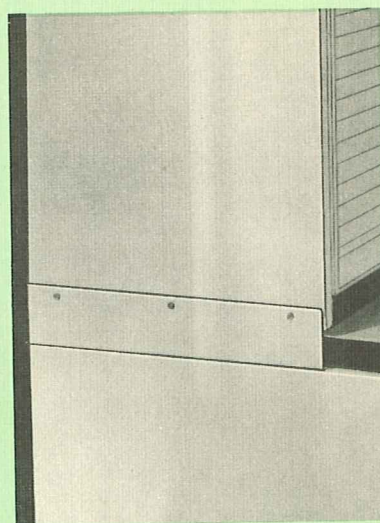
SEMI-CONCEALED HINGES are strong and good-looking. Genuine chromium plated. No screws show on face of cabinet. An exclusive Sellers feature.



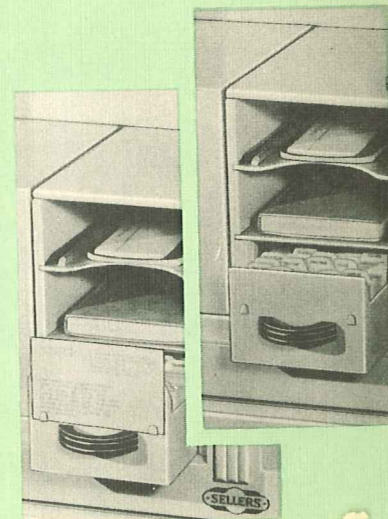
3 POINT SUSPENSION DRAWERS never stick or bind. Riveted metal carrier sliding on oak center guide, and drawer sides resting on each end of the drawer opening, form the three points of suspension. Closes easily, even if closed by one corner.



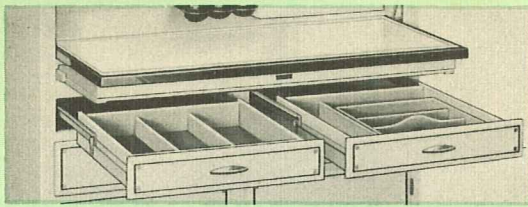
SMARTLY ROUNDED CORNERS prevent bruised hips when working around a Sellers cabinet! Note the Porceliron table top with its matching round corners and moulded edges; enhances the streamline beauty of the cabinet.



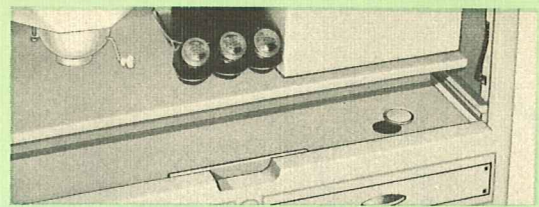
FLAT TYPE TOP SUPPORTS, exclusive with Sellers, allow the utility closets to fit snugly against the upper sections adding to the beauty of the ensemble.



RECIPE FILE DRAWER with index cards. Clips on front of drawer hold card in position for easy reading. Two shelves above are for cook book, memorandum pad, and pencil.

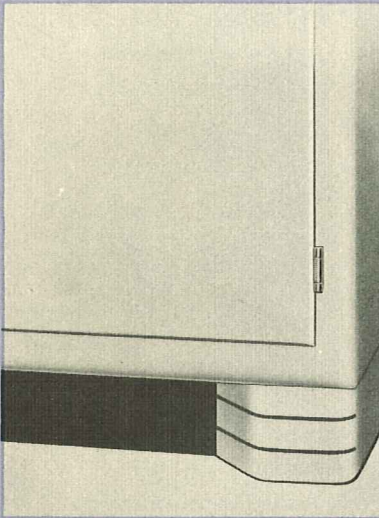


DOUBLE EXTENSION DRAWER GUIDES—This feature permits full accessibility to entire drawer even when Porceliron table top is fully extended. Fitted with positive stop, yet easily removable for cleaning. A fine convenience feature.

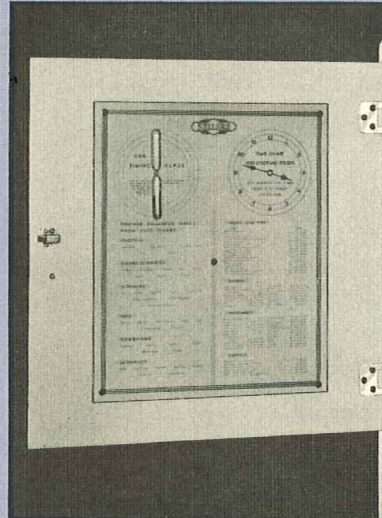


SANITARY FALSE TOP—Makes cabinet dust-proof and prevents dust, crumbs, or liquids from falling into drawers or cupboard below. Opening shown fitted with removable metal cover which permits easy brushing out when necessary. A fine labor saving feature in cabinets.

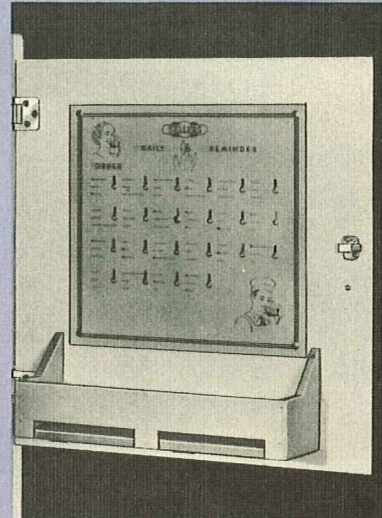
ONLY SELLERS CAN OFFER ALL THESE FEATURES



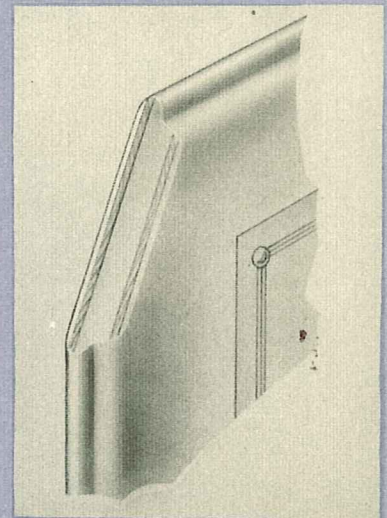
NEW BUILT TO FLOOR DESIGN permits ample Toe Space for comfort and provides for Concealed Caster—a fine Sellers improvement.



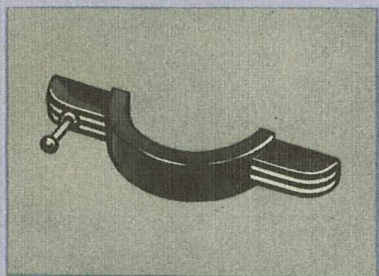
FOOD COOKING CHART tells how long and temperatures to cook foods. Clock hands show time food is to finish cooking. Three and six minute sand glass. Balanced menu charts below.



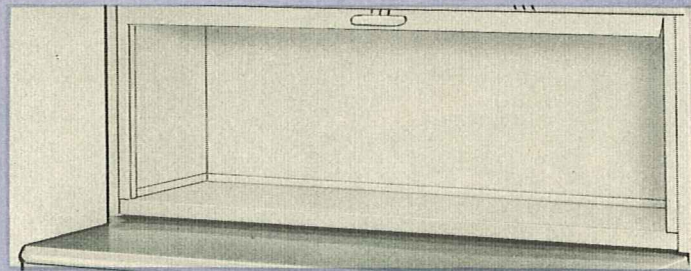
DAILY REMINDER has foods and other household necessities alphabetically listed. Brass pointer hands. Note the handy rack below!



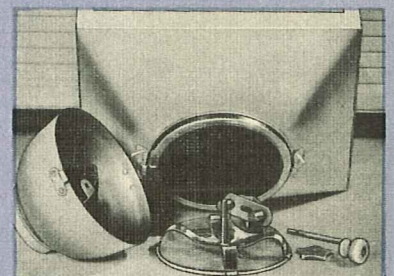
5-PLY DOOR—Flush-type doors are 5-ply laminated wood $\frac{3}{4}$ " thick. Heavy hardwood lumber core with double laminated hardwood faces. Offers utmost protection against warping or cracking.



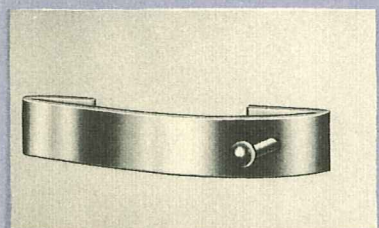
LATCHES are easy to close, yet positive in action. Released by gentle pressure of the thumb on the bolt. The handles and the matching drawer handles are of bakelite or catalin and will not rust or tarnish.



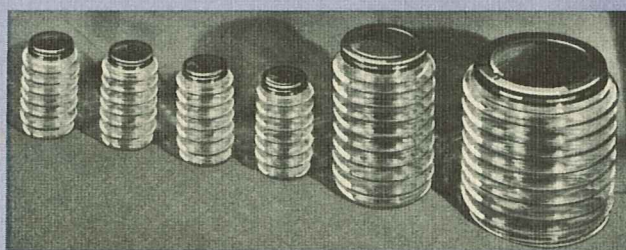
STAINLESS—WEAR PROOF PORCELIRON covering on bottom shelf—Life time protection where most cabinets first become shabby—A Sellers Lifetime feature.



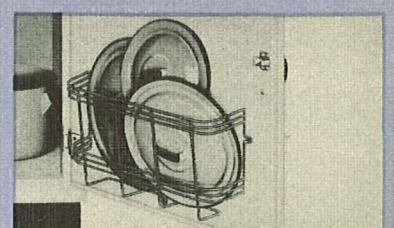
FAST FLUFFY SIFTER, exclusive with Sellers, sifts flour with a reciprocating motion derived from the star shaped cam shown above. This type of sifter screen will not wear out. Bins removable for cleaning.



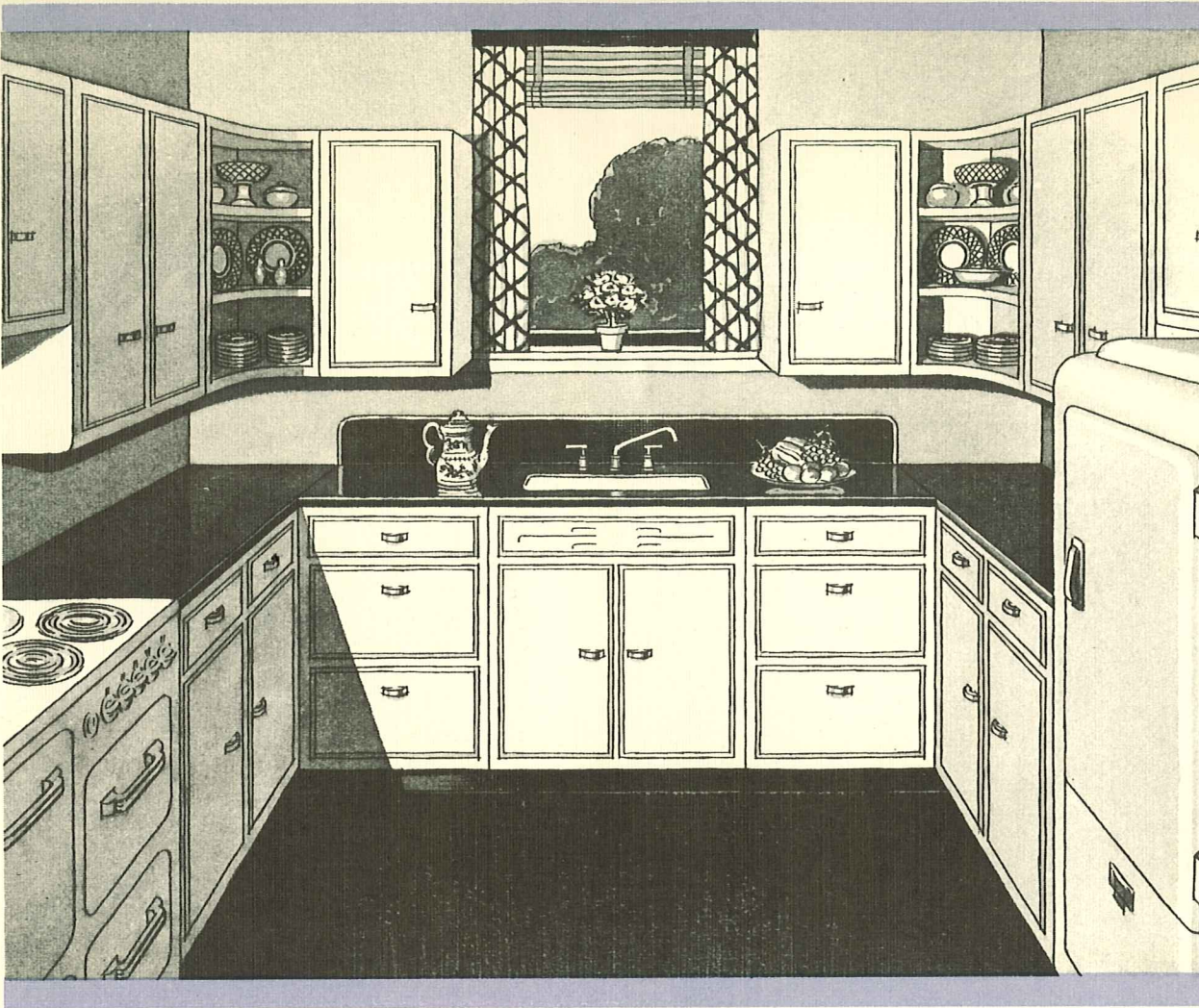
CHROME PLATED door and drawer pulls used on Cabinet 866 and Utility 847.



"RIPPLE" GLASSWARE—Scintillating! Sparkling! The unusual shape, while achieving a practical purpose in forming a natural safe grip for the fingers, also reflect the light in a way comparable in brilliance to fine cut glass. Distinctive and beautiful!



PAN OR LID RACKS of heavily tinned wire are provided on Sellers base doors.



SELLERS *Built-In* KITCHEN FURNITURE UNITS

- The kitchen illustrated above, built from Sellers sectional built-in units will be on display at the 1939 New York World's Fair.

Our new line of standard sectional built-in units was especially designed for distribution by the Furniture Dealer.

While the actual number of units in the complete line is purposely small . . . yet, great flexibility is offered because of the various widths and heights of the units.

Linoleum tops are used throughout with a specially developed Chromedge binding.

Because the units are standard we are enabled

to carry complete stocks at all times and make immediate shipments. Thus it is unnecessary for the dealer to carry a stock . . . only necessary for him to install one demonstration kitchen.

Furniture dealers have been losing much of their former kitchen volume to the Building Supply dealer, lumber yard, etc., because of the trend to built-in equipment in new dwellings. These new Sellers sectional built-in units will enable the Furniture Dealer to recapture much of this volume.

- *Catalog of Sellers Built-in Furniture units now available.* If you have not already received the new built-in unit catalogue, send for it today. It not only illustrates the complete line of units but also illustrates many different types of complete installations.

G. I. SELLERS AND SONS COMPANY

Kitchen Furniture

ELWOOD, INDIANA